

Canadian dreams at Cannes • Charest moves up

ELECTION  
'97  
ELECTION HANDBOOK  
The candidates in 301 ridings

CANADA'S

WEEKLY NEWSMAGAZINE

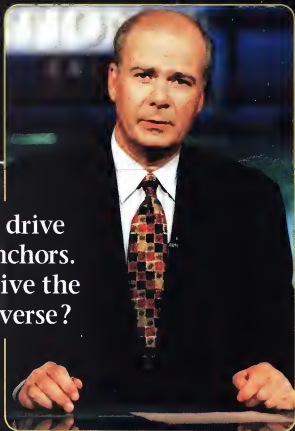
MAY 26, 1997

# Maclean's

## KNIGHTS OF THE NEWS

Ratings and ego drive  
Canada's news anchors.  
But can they survive the  
500-channel universe?

Lloyd Robertson and  
Peter Mansbridge



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Their images drive ratings points and advertising dollars. Lloyd Robertson and Peter Mansbridge, along with Peter Kent, are Canadian celebrities. As the election campaign heats up, the national TV news anchors are fighting a fierce battle for supremacy.



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In the wake of the beleaved double-barrel, Conservative fortunes rise as Conservative voters consider the leaders—and an often-bewildering array of differing policies.



### 65 Election Handbook

A 16-page voters' guide lists all candidates for the June 2 federal election, profiles the 301 constituencies and presents the swing ratings.



### 93 Canadian dreams

Art and type went for attention at the 50th Cannes film festival, where Adam Egoyan unveiled his latest, starring Sissy Spacek.



OTHER PHOTOS BY PHIL SHANLEY/LEA'S DREAMS AND PETER ARTEMAN/LEA'S DREAMS

# From The Editor

## The election catches fire

Jacques Parizeau publishes a book outlining a plan for a unilateral declaration of independence when he was premier of Quebec. Reform Leader Preston Manning endorses the concept of two connected nationhoods and says they have no right to vote. Bloc Québécois Leader Gilles Duceppe fires his barbs and says not to worry—if Quebecers vote to leave Canada, they can always vote to come back. The Liberals accuse Conservative Leader Jean Charest of being a separatist. The moderator of a leaders' debate starts a national television audience by passing out and crushing to the floor.

A dull election? Hardly. And if that is not evidence enough, the televised debates produced a clear winner. On alternate nights, Charest displayed elegance and concentration in both official languages. He frequently surged in polls released on Saturday. Naturally, in the Globe and Mail/Toronto survey poll, the Conservatives pulled ahead of Reform in English-speaking Canada, with both parties advancing at the expense of the Liberals and the New Democrats.

Across the country, there was a crazy patchwork of moods. The Grims led in Saskatchewan, Manitoba and British Columbia, but they were slipping while Reform was all winning. Reform moved ahead of the Liberals into the lead in Alberta. In Atlantic Canada, the Liberals enjoyed a wide lead, but the Tories were closing fast. In Quebec, the Tories kept up a dead heat with the Liberals and the Bloc. And while the Liberals have a commanding lead in Ontario, the PCs showed momentum.

Having stabilized support in the West, Manning has taken a



hard-edged message to the suburbs of Toronto and the rural areas that straddle the metropolis, from Peterborough, up through Barrie and Midland, down to St. Catharines. He is standing as a two-and-one-half candidate who wants to get things with Quebec—and that may prove to be a very effective slogan. In 1993, the Liberals won all but one of Ontario's seats—dunno, largely, to Reform. Reform came second in July 37 ridings, taking votes from the Tories in their traditional urban areas. In nine ridings, including riding a second-time loser, Manning, and in the Muskoka-Haliburton cottage country, the Liberal-Reform alliance applied the 1993 results to the new boundaries in 39 per cent or less. But now, the Tories have bounced back, and if Reform does not hold its vote in these ridings, Charest could reclaim Tory ground. In the days ahead, one of the new parties may well merge with a clear edge—and that party would likely become the official Opposition.



Charest and Manning: the fight for second

10 per cent or less. Many could go Liberal but some, like Bruce Milne, a former Ontario Liberal MP and now a member of the St. Lawrence front, may possibly swing Tory traditions.

With two weeks to go, the campaign has finally taken off. It promises to provide the nation with a stirring finish on June 2.

Robert Lewis

## Newsroom Notes:

### Political feast

This week's magazine offers a rich menu for election junkies and more laid-back voters. The Canada section features 34 pages of campaign news and analysis, including the Mackin's Election Panel of undecided voters. A special 16-page Election Handbook contains essential information and the names of candidates in all 301 federal ridings. And the cover stories take readers behind the television lights for a look at the celebrities most Cana-



McDonald, CTV's Lloyd Robertson

dians will be watching on election night: the network anchors.

Senior Writer Mark McDonald, who spent eight years as Maclean's Washington bureau chief, wrote the men cover stories. In the course of her reporting, she was regaled with tales of the differences in resources between Canadian and American networks. Global TV anchor Peter Hunt, a former NBC foreign correspondent, told her he seldom left on an assignment for NBC without \$15,000 to \$20,000 in his pocket—in cash. "We chartered 747s for seven people to fly from Lisbon to Rome when one of the papers died." The cover package was

edited by Senior Editor Patricia Huchly and designed by Associate Art Director Giselle Sabatini.

you've ever cooked on an ordinary gas grill chances are, you've apologized for it. The flare-ups that singed your expensive steaks. The cold grill corners that made it impossible to cook food evenly. The shoddy construction that apologized to none.

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Sending my Knipf Tupper's house victory against the flood

## Soldiers to the rescue

The 1.6-m-high ring dike, which was built by community volunteers, was well-structured and strong. Holding back more than a metre of Red River water, it was a monument to all who built it. My brother Ralph Tupper's house in Winnipeg was an island until last night. Gas-powered pumps had dug seepage behind the dike needed refuelling every 1 1/2 hours. My brother and a supportive neighbor, Dennis Terrick, ran the pumps on a 24-hour basis. But Ralph, who had helped build the dike and had evacuated his home, was becoming impatient. Community volunteers offered to take shifts, but it was a dangerous job: the house could only be approached by boat, the dike was slippery and the water was high and cold. We needed more experienced help. An army battalion of jeeps and tanks appeared out of nowhere. Capt. Cindy Quirt said, "Can we be of help?" These were magic words. In the confusion of the moment,

I hugged her and explained our situation. But my feelings faded when the captain learned that Ralph's house was outside her jurisdiction, and the soldiers moved on. Once again, we were left alone as we fought with a feeling of impending doom. Then, I received a call from Quirt, who had talked with her commanding officer, Maj. Tim Endicott. He gave her permission to come to our aid. That night, soldiers maintained the pumps so that my brother could get some much-needed sleep. The army continued to support the pumps overnight, until the water receded. As we worked together, the civilian-soldier boundaries dissolved.

Capt. Quirt became Cindy and Corp. Soncor became Jason. We were victorious in our fight against the Great Flood of 1997 ("Red River courage," *Cover*, May 12) all because we captain in the army cared enough to discuss the situation with her commander and because one major was flexible enough to help a family in crisis. My brother and I are forever grateful and will never forget the heart and compassion beneath the olive-green uniforms.

Alvin Tupper,  
Winnipeg

Reading Margaret Swanson's "Diary of a river battle" brought back vivid memories of growing up on Turnbull Drive, just south of Winnipeg. I felt touched on a personal level, remembering the bitterness of giving up on our boogied house during the flood of 1988, remembering the stretch of sidewalk and muck since the water receded. I took Mom and Dad's car to rebuild the house and yard. I hope your magazine and its readers will not forget the truly daring task of cleanup and restoration.

Paul Gregory,  
Fisher Branch, Man.

## Promises, promises

Former Ontario Liberal premier David Peterson's stunning defeat in 1990 was due to "going early" ("Battleground Ontario," *Canada*, May 12). Now, all of Cana-

## Red rose of Labour

With someone please inform Barbara Ansel that the McGarry era is over? The hammer and sickle is not the insignia of the British Labour Party, nor is *The Internationale* its anthem. The official song of the Labour Party is *The Red Flag*—"the people's flag is dyed red, off stretched by our martyred dead." The insignia of the Socialist International is the red rose held in the hand. The hammer and sickle, as everyone but Ansel knows, was the emblem of the Soviet Union and international communism. Likewise, *The Internationale*—"arise ye prisoners of starvation"—was the hymn of the Soviets and their world satellites. This clumsy attempt to stigmatize the British Labour Party is beneath contempt ("Britain welcomes back Harry knows best," *Column*, May 12).

Donna McDermott,  
Lakefield, Ont.

da is subjected to a similar completely unnecessary election solely to benefit the partisan interests of neither Liberal government. How much longer must the public good be sacrificed to political interests? Canada needs electoral reform, the next part of which is to mandate fixed election dates.

Neil Lewis,  
Richmond, B.C.

In all the election promises, I haven't heard anything so far about the hated Goods and Services Tax. Elimination of the GST was a hot subject in the last election and we all know what happened: marginal fiddling with harmonization and more obfuscation. I don't think the GST is any more popular or accepted now that it was then, so why isn't it an issue? Since we are supposed to have the deficit almost halved and will soon be seeing severe benefits from our sacrifices, the elimination, or at least reduction, of the GST should be one of the issues.

David MacCabe,  
Charlevoix, B.C.

Finance Minister Paul Martin and his federal Liberals are incredible. He boasts of having greatly reduced Canada's deficit, but it's all due to the lowest interest rates in more than 20 years and the fact that Ottawa has offloaded costs onto the provinces, which, in turn, offload them onto municipalities. You and I won't have one cent more in the end. We, too, could look great financially if the interest rates we are paying fell to three per cent and we offloaded our mortgage

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## A post-election crisis, no matter who wins



We would like to thank the members of our distinguished judging panel: Colonel The Honourable Lincoln Alexander, Earl Anderson, Iona Campagnoli, Martin Connell, Earl Stokes, Dr. Martin Hovav, Linda Hughes, Dr. Arthur Mui, Chris Morris, Cynthia Morris, Dr. Bruce Mufford, George Nounkoff (Honour), Dr. Richard Stinson, Wade Strickland, Thomas Thompson, Judith Wilkerson, Pauline...

If the campaign itself does not end all hope of ending the unity cracks, the new government will have some thinking to do. Is it even more to the negotiating table, risking an escalation of hope and heightened consequences of failure? Or is it a real attempt to solve economic problems and regional alienation, with the hope that Quebec will want to participate? And is anything possible unless we get a government that believes in coexistence?

The deficit is disappearing and the deficit-bashing agenda of layoff and cutback will disappear, too. What will replace it?





# Morning Notes

Edited by BARBARA WICKENS

## When religion is no joking matter

It was just a little sentence—a half-sentence really—but it caused some big headlines. A May 19 profile in *The Globe* and *Mail* by Toronto freelance writer Michael Power quoted Michael Knight as calling the Roman Catholic Church "the greatest criminal organisation outside the Mafia." Knight's views on religion were hardly the point of the article. Instead, it focused on the *Art & Religion* just as he debated about whether to take another plus CBC Radio assignment, host of *Monsieur* after Peter Gzowski retires on May 30. But, of course, such a provocative statement could not go unheeded, and both the CBC and the *Globe* heard from irate Catholics. One Calgary letter writer, for instance, noted that Knight "could not get away with making a slanderous comment about the World Jewish Congress," while one from St. John's, Nfld., demanded an apology. And epilogue Knight did. Jeffrey Dworkin, head of news and current affairs for CBC Radio, said that there had been letters exchanged between Knight and "the



Catholic hierarchy," and the matter had been laid to rest. And in his own letter to the *Globe*, Knight—who, as the article noted, was misquoted—does not deny making the statement. Instead, he claims it was meant as a joke, however "oulish." He concludes: "We all make statements from time to time that, carved in the stone work of regret, lose whatever may or may not carry their weight when spoken."

## The remand centre diet

It is not a diet that most people would want to try, but apparently one way to lose weight is to be arrested and sent to the Calgary remand centre. According to some prisoners there, food monitors are so meagre that they are constantly hungry and forced to buy fast food from the canteen, where they may spend up to \$80 a week. The situation is so bad that some remand centre inmates have even asked their lawyers to plead insanity so they will be sent to prison where, they believe, the food is better. "You get asked as much as you'll feed a small child," says Steve Hertz, 22, who is in the centre writing to pay charges on May 30 of drug cultivating, possession of stolen goods, and drink and driving. "For lunch, it's a sandwich and, maybe, some cheap canned corn." Correctional officials dismiss such criticisms. "All diets in Corrections," says provincial justice spokesman Lawrence Grossman, "meet the requirements of the Canada Food Guide." Even so, Hertz has a bone to pick about the rations and is starting a petition.

## Wanted: a U.S. ambassador

The post of U.S. ambassador to Canada has been vacant for 14 months—since March 15, 1996, when James Bligh stood off Ottawa to work on President Bill Clinton's re-election campaign. Now, Clinton finally appears to be ready to propose a replacement—someone with official credentials. Gordon Giffin, 47, an Atlanta lawyer who spent most of his last 18 years in Canada. Giffin's father headed the Canadian operations of the New York Life Insurance Co. and moved his family to Montreal where Gordon was just six weeks old. He was raised there and in Toronto, where he graduated from Richview Collegiate Institute. Giffin returned to the United States to attend Duke University in Durham, N.C., and later got involved in Democratic party politics. In 1992 and 1996, he headed Clinton's campaign in Georgia. Now, according to *The Washington Post*, influential "in the Loop" column, which is followed religiously by the city's insiders, Giffin is the leading candidate to be ambassador. Another prospect, southern Democratic, Pat Lister, had been favoured—but the Post says he "looks instead to be headed for a plum posting in Europe."

## Back to tradition?

The Northwest Territories legislative assembly in Yellowknife has the lowest percentage of female representatives of any legislature in the country: just two seats out of 24, or eight per cent, are held by women. That could soon change. By its terms, the Northwest Territories Legislative Assembly is to be created once the Northwest Territories split into two on April 3, 1999—are going to the polls on May 28 for a non-binding plebiscite on whether they should be governed by equal numbers of men and women. The Northwest Territories Commission, the body set up to design the structure of the new government, introduced gender parity two years ago, suggesting that each of the regions' constituencies be represented by a man and a woman. The idea hit a snag last February when 19 N.W.T. MLAs—including one female—refused to endorse it. But others say legislative gender parity would reflect what has always been part of Inuit culture. "Men and women in traditional times were equal," says Mary Simon, Canada's circum-polar ambassador. "No one could say we were without the work performed by the other."



Simon equality

## A not-so-green car

With Vancouver-area traffic and smog increasing in recent years, B.C. Transit, the Crown corporation that oversees the province's public transportation system, has been seeking motorists to "go green" by taking the bus. But earlier this month, the provincial Liberal revealed that taxpayers were giving B.C. Transit, the agency's chairman, \$780 a month to lease a luxury car. "The NDP headbashed chairman of B.C. Transit was so adamant of the transit system," complains Liberal MLA Doug Seymour, "that he was willing to let a taxpayer-funded \$480,000." In response, Joe MacPhail, the minister responsible for B.C. Transit, instructed Corrigan to terminate the car lease as quickly as possible, possibly adding that he could consider riding buses instead. But at week's end, Corrigan resigned his position. Although MacPhail awarded the "transit approval" department with a reward of his decision, to reduce the chairman's job to part-time, rather than the revelations about his wheels, Corrigan drove away with the Sub—said a source of \$80,000. So much for taking the bus.

## BEST-SELLERS

### FICITION

1. *Red in the Face*, Michael Ondaatje (12)
2. *Never Love a Stranger*, Stephen King (12)
3. *Run to Hell*, Timothy Taylor (12)
4. *The Name*, John Grisham (12)
5. *Amnesia*, Michael Ondaatje (12)
6. *Angels in America*, Caryl Churchill (12)
7. *A Suitable Boy*, Vikram Seth (12)
8. *The Love Machine*, Michael Ondaatje (12)
9. *Wish You Were Here*, John Grisham (12)
10. *Spencer's*, Joseph Boyens (12)

### NONFICTION

1. *How Bad is It?*, David P. Thelen (12)
2. *Never a Begging*, David P. Thelen (12)
3. *Angels in America*, Caryl Churchill (12)
4. *The Love Machine*, Michael Ondaatje (12)
5. *Wish You Were Here*, John Grisham (12)
6. *Run to Hell*, Timothy Taylor (12)
7. *Amnesia*, Michael Ondaatje (12)
8. *Angels in America*, Caryl Churchill (12)
9. *Wish You Were Here*, John Grisham (12)
10. *Spencer's*, Joseph Boyens (12)

(\*) Photo and text compiled by Brian Roberts

## An amazing origin

A young Grace, the story of the woman who, by Toronto-based author Linda Greenfield and Eden Mills, Gert, a husband and son-in-law, recounts for young readers how 18th-century slave trader John Newton became an anti-slavery and the composer of many hymns, including his greatest legacy: *Amazing Grace*.

### POP MOVIES

## The end of idealism

In *My Night with Ethelbert*, director John Landis plays Andy Garcia through his paces in *Señor Garcia*, a street cap who loses his idealism after he moves into the Manhattan district attorney's office and becomes a high-powered lawyer. *Señor Garcia* is a comedy starring Andy Garcia, who becomes Garcia's love interest.

Top movie in Canada, based on the box office and the number of weeks in the top 100, according to the *Box Office Mojo*.

- | Rank | Title                          | Box Office  |
|------|--------------------------------|-------------|
| 1    | <i>The Anti-Burner</i> (12/12) | \$4,122,540 |
| 2    | <i>Arrested</i> (12/12)        | \$3,138,119 |
| 3    | <i>Arrested</i> (12/12)        | \$2,913,300 |
| 4    | <i>Arrested</i> (12/12)        | \$2,813,300 |
| 5    | <i>Arrested</i> (12/12)        | \$2,813,300 |
| 6    | <i>Arrested</i> (12/12)        | \$2,813,300 |
| 7    | <i>Arrested</i> (12/12)        | \$2,813,300 |
| 8    | <i>Arrested</i> (12/12)        | \$2,813,300 |
| 9    | <i>Arrested</i> (12/12)        | \$2,813,300 |
| 10   | <i>Arrested</i> (12/12)        | \$2,813,300 |

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# Passages

**CONVINCED:** A B.C. Human Rights Tribunal hearing into allegations that Doug Collins, 76, a columnist for the *North Shore News*, exposed Jews to hatred and contempt in 1954, article in *Winchester*. The Canadian Jewish Congress lodged a complaint with the B.C. Human Rights Commission four months after the paper, which is distributed free to about 60,000 locations in North and West Vancouver three times a week, published a Collins article titled "Holocaust Propaganda." In it, he claimed the number of Jews murdered during the Holocaust was greatly exaggerated. Collins has denied that he is anti-Semitic.



**PARDON DENIED:** To Roger Goss, 59, a promoter at Joyceville Penitentiary near Kingston, Ont., who won the 1978 Governor General Award for his novel *Go-Boy*, a "right kind of prison life." Goss, who was diagnosed with Parkinson's disease 15 years ago, argued that he was too sick to rob any more banks. But the parole board ruled that Goss, who has served four years of a 10-year sentence for robbery, remains a risk to society.

**RECURRING!** Retired NDP politician Stanley Knowles, 88, who served 28 years in the House of Commons, from pneumonia, in an Ottawa hospital.

**FILED:** A \$5-million lawsuit against comedian *Dukey* Knowles, 52, by a fourth wife, Nicole, 32, who claims he abused her during their two-year marriage, in Los Angeles.

**DIED:** Former vice-principal of McGill University Leo Yale, 80, of natural causes, in Montreal.

**DIED:** Former Toronto Star and *Flare* fashion writer Susan Marnett, 45, who later headed her own public relations firm, of cancer, at her home in Toronto.

## Canada boosters—from Quebec

Money often comes with strings attached—as the Quebec government learned with its latest tourism ads for the U.S. market. The print ads, partly funded by the Canadian Tourism Commission, feature the slogan: "The world needs more Canada." Although the Quebec tourism ministry would have happily dispensed with the words, including there was a condition of getting the federal money. "The only alternative was to deprive our industry of the money," said Rita Drouin-MacIsaac, Quebec's tourism minister. Federal money makes up 28 per cent of the \$8.2 million that Quebec spends to promote itself in the rest of Canada and in the United States. So, Drouin-MacIsaac agreed that the slogan could run on the bottom left hand corner of the ads.



# Battle of the platforms

The debates leave Canadians assessing the leaders—and the issues

## Canada

BY ANTHONY WILSON-SMITH AND MARY JANIGAN

Among political strategists, it is sometimes known as "the barbecue factor": the manner in which a once-hot candidate ends up cooled on election day. The principal example, one that many of Prime Minister Jean Chrétien's strategists recall with a shudder, is former Ontario Liberal leader Iain McLeod. Less than a month before the province's June 1995 election, he entered a televised leaders' debate holding a 13-point lead over his nearest opposition. Media coverage immediately after the debate suggested that she had performed reasonably well. But voters thought otherwise. The Liberal's internal polls showed that she plummeted immediately to the point where she trailed. Conservative leader Mike Harris by 37 points among those respondents who had watched the debate. The following weekend was the Victoria Day holiday and voters, at barbecues and other social gatherings, poured at public polls that showed that Harris had won—and discussed the issue among themselves. Harris shot up further—and an election day, several weeks later, he won a stunning victory.

That nowlegendary reversal leaves the Liberals in the wake of last week's debates show their seagull disposition—with both Reform and the Conservatives on the rise. Worse, a poll by Economics Research Group Ltd. indicated that respondents who watched the debates perceived that Jean Chrétien was the best performer—although only one in 10 respondents said that the debates changed their votes. The Liberals are not panicking despite their drop; they are so far ahead of their rivals that they remain on track towards a comfortable majority. But the polls are red flags that show danger ahead—Chrétien is slipping at the Liberals' base in the West. Reform is crowding down in the West. And their safety zone—that vital margin between a majority and a minority government—has diminished. "It is now a new campaign," declared an official Chrétien after the debates as he



hammered away at Chrétien in campaign stops in the Atlantic provinces and Ontario.

The polls appeared to back up his assertion. Reform's vote fell from 47 per cent in March, compared with 36 per cent for the Tories, 16 per cent for Reform and one per cent for the New Democrats. The Bloc Québécois plummeted to 27 per cent from 64 per cent in Quebec. Another poll by The Strategic Counsel reflected most of those trends: 49 per cent for the Liberals among decided voters, 28 per cent for the Tories, 18 per cent for Reform, 10 per cent for the NDP. (Is The Strategic Counsel poll, however, the BQ remained strong in Quebec with 41 per cent of decided voters.) Collectively, the surveys indicate that the Liberals remain on track to win a second majority—but have lost the invincible aura they carried as they landed into the televised debates last week.

In the aftermath—the French language debate was cut short because of the dramatic illness of moderator Claude Larocque—



LIBERAL



PROGRESSIVES



REFORM



NEW DEMOCRATS



THE BLOC

### JOB TAXES NATIONAL UNITY CRIME HEALTH CARE

Cutting the deficit will require less federal cuts, put more money in the pockets of provinces and private jobs.

Taxes will only be cut—on unreported amounts—when the budget is balanced.

Quebec should be recognized as a distinct society; non-constitutional measures will also respect the federation.

The Liberals say they oppose a tough approach, including gun control and other penalties.

Further planned cuts of \$5.4 billion over four years in health transfers to the provinces will be cancelled.

Employment insurance premiums would be lowered, personal taxes cut and employment insurance reduced.

Small-business tax cuts would be decreased, and a 10 per cent cut in income taxes introduced in the first budget.

Quebec should be recognized as a distinct society—and further six points transferred to the provinces for social spending.

Along with the impact of tougher penalties for weapons offences, the gun-control law would be repealed.

The Tories would cancel transfer cuts and require a federal pre-empted deal to set national health-care standards.

Services to disadvantaged and international trade would be expanded, taxes cut and employment insurance reduced.

Income taxes would be cut by more than \$12 billion—but only after the budget is balanced by March 21, 1997.

Reform estimates a tough line on separation, but would devolve more power to the provinces.

Like the Tories, Reform calls for a victim's bill of rights. It would also repeal gun control and impose harsher penalties.

An extra \$200 million would be added to federal transfers—but Ontario would no longer contribute to welfare.

The NDP calls for the creation of six million jobs, and a \$1.5 billion per year.

Taxes would be taxed by \$12 billion a year, for low-income Canadians, the credits would be raised and taxes lowered.

Quebec's distinctiveness should be recognized in a way that fosters unity.

The causes of crime—child poverty, racism, poor health and education, and unemployment—must be attacked.

Ontario's planned cuts should be cancelled and cash transfers raised to at least \$12 billion from \$12.5 billion.

The BQ promises job creation by similar methods. The unemployment rate will be lowered to 10 per cent.

It would be lowered, and an additional \$1.2 billion put into the child tax credit.

Canada does not work. Only a New South Wales can provide the best interests of Quebecers.

The BQ calls for a crackdown on labor gangs, and measures that will make it more difficult to murder money.

Ontario's \$4.5 billion in cuts since 1995-1996 to provincial transfers for social programs should be restored.

other leaders tried to capitalize on the momentum generated by the debates. Reform Leader Preston Manning, who saw the debates to suggest that both Chrétien and Chénier are too soft on Quebec separatists, moved to shore up his once-flagging support in Alberta, British Columbia and Saskatchewan with tough stunts on crime and the question of Quebec sovereignty. Chénier, buoyed by his renewed popularity, moved to increase income in Quebec and Ontario.

But despite all that, as voters fired up their barbecues, hopes for a replay of history seemed likely to succumb to a harsh dose of reality: the Liberals remain well ahead. Those findings come at roughly the halfway point of a bid to shore up—and consolidate—campaign. All five of the major parties—the Liberals, Tories, Reform, NDP and Bloc Québécois—agree that taxes, job creation, crime, national unity and the future of health care are top priorities. But their widely divergent approaches to these issues have left voters with an overwhelming array of policy planks to consider. And although this is a Canadian-wide election, the choice of par-

ties varies according to region. Only the Liberals have a full-fledged presence in all seven of the country. The BQ exists only in Quebec, while Reform's real campaign is in Ontario and the western provinces. Reform, after an inauspicious beginning, is regaining strength in the West, particularly in Saskatchewan where it holds first of the 14 seats—and where it was running a distant third in the Liberals and NDP's narrow race in two recent polls. "A week ago, I could use I. Reboan but couldn't use them," says a senior Liberal organizer in the province. "Now, I can see the whites of their eyes—they're sitting at the gate."

The NDP's hopes lie in isolated pockets of support in Nova Scotia (the home of leader Alexa McDonough), Ontario, Saskatchewan, Manitoba and British Columbia. The Tories, despite their claim of being a national party, have virtually disappeared west of Manitoba. Their strongest support is in Atlantic Canada. Initially, they hoped to take at least half of the 58 available seats, but some party strategists privately acknowledge that seems unlikely. And despite Chénier's bounce in the polls, it remains unclear whether

# Voters must consider a bewildering array of policy planks



Protest against unemployment in Bell City, N.W.T., rehearsal disagreement over salaries

that will translate into more seats other than his own in Quebec.

In that province, the race has become very interesting. The Liberals fell short of the Tories in the lead with 36 per cent at the decade ride, compared with 32 per cent for the Liberals and 27 for the Bloc Québécois. One of the key issues is how to ensure that the BQ does not return as Bérubé's Legal Opposition. That, strategists from all parties agree, is a concern that frequently shows up in door-to-door campaigning. In the past, says veteran Tory strategist John Leachman, "English Canada has very seldom been able to strategically vote. But I think the Bloc really gives them a reason." As a result, party leaders say many voters are willing to see who pulls ahead—in former-day Tories—before deciding who to support in the battle against the Bloc.

Against that daunting backdrop, the parties are jostling to make their voices heard on specific issues. With that in mind, Maclean's offers a summary of their stances on five major issues:

## JOBS

Everyone agrees that the present 9.6-per-cent unemployment rate is unacceptable. But the parties vehemently differ over solutions. The Liberals, reflecting Chretien's cautious "good jobs" policy, say there is "no single or simple way" to produce "good jobs." But they note that the number of new jobs is steadily rising—94,000 in March and April alone—and attribute that to a complex chain reaction: by lowering the deficit, they say, the government restored investor confidence, which allowed it to lower interest rates. That, in turn, put more money in Canadians' pockets. Now, the

deficit, leveling, if necessary, Ottawa's constitutional powers over trade and commerce to reduce change. Reform, meanwhile, would pour more money into research and development, urge the provinces to eliminate internal trade barriers and seek lower international trade. It claims it would double the wage by March 31, 1999—and then provide \$12 billion in tax relief.

The solutions proposed by the Bloc and the NDP are markedly different from the other three parties. The BQ would slash almost \$2 billion in tax breaks and credits—and use the savings to encourage small- and medium-sized businesses to create jobs. It would also encourage business entrepreneurs. And it would allow unemployed people to withdraw up to \$25,000 from their registered retirement savings plans to create their own jobs. The New Democrats promise to lower the unemployment rate to 5.5 per cent in the year 2001 through the creation of almost two million jobs. Many of those would come as a result of investing in highways, modernizing the rail system for transporting grain, pouring money into community economic development—and increasing federal program spending by a staggering \$11.8 billion per year.

## TAXES AND DEBT

The centrepiece of the Liberal campaign is the party's impressive progress against the deficit, it has plummeted from \$45 billion when they took office to a projected \$8 billion in 1998-1999—when Ottawa will no longer have to borrow any new issue money. Now, the Liberals depict themselves as prudent managers who will cut province-debt tax cuts until the deficit is eliminated—probably at the turn of the century. Future

surpluses will be divided: half will be used to "improve our programs," while the other half will be split, in unspecified proportions, between tax cuts and the reduction of the country's \$203-billion debt.

Reform and the Tories have more immediate and specific plans for tax cuts. The Tories would cut EI premiums from 55.90 per cent of eligible employee income to 52.20 on Jan. 1, 1998. They would lower personal income taxes by 15 per cent. They would make spending cuts of \$4 billion to pay for that tax relief. But these plans also include a potentially enormous risk: Interest payments on the national debt continue to rise—adding \$46 billion in 1997-1998—because the debt itself is still increasing. If there is an economic downturn, or if interest rates rise rapidly, the Tories' immediate tax cut could be a huge burden—if only because the party does not plan to balance the budget until 2004.

The Tories party would delay tax cuts until the budget is balanced—by March 31, 1999. Then it would provide \$12 billion in tax relief, increasing the basic personal exemption from \$6,450 to \$7,900, eliminating federal income surtaxes, raising the child care deduction, and cutting EI premiums for employers. It would fund these breaks by shrinking program spending from \$116 billion in 1997-1998 to \$94 billion, at the end of the decade.

Both the Bloc and the NDP plan more spending—and both claim that they can still balance the budget around the turn of the century. The Bloc says that the Liberals are ahead of their debt by \$45 billion—and that it would use that money, coupled with savings from spending cuts, to decrease EI premiums and increase the child tax credit. The NDP wants to make an extra \$12 billion in 1998-1999 through additional taxes on tobacco, inheritances of more than \$1 million, capital gains, corporations and incomes over \$100,000.

## NATIONAL UNITY

The future of the federation is treacherous turf for every party, although some are more forthright about their dilemma. The BQ wants Quebec sovereignty—as soon as possible. The Reform party is equally blunt: if Quebecers endorse independence, future negotiations will be a hard-sell with hard-edged issues as dividing the national debt, reversing Quebecers' rights to Canadian citizenship, establishing Canada's right to subordinated transportation across spending territory and the "right of Canadians within a seceding province to remain part of Canada." But before a referendum, a Reform government would shut its doors within the federation. Some of that dissolution would be certain to please Quebec, for example, provinces would assume exclusive jurisdiction over the crucial areas of language and

## GUNNING FOR THE GRITS

A political bumper sticker goes, the one showing up on the back of half-ton trucks in anti-gun-control rallies across Saskatchewan pretty much says it all: "Piss off a Liberal, buy a gun." In a federal election campaign that has so far produced more disoriented than pensive, gun stand out as a notable exception—at least among a mostly rural minority. Ask country gun owners—typically men with a 22-calibre rifle in the shed for shooting geese—what they think of the Liberal government's Bill C-68 and you'll find a verbal blast. They see the legislation, which requires all guns to be registered, along with fees, as an outright attack on the freedom and integrity of law-abiding citizens who happen to be gun owners. "I thought things were OK in this country," growls Greg Heston of Swift Current, Sask., a proud hunter and member of the Saskatchewan Wildlife Federation. "Then I got involved in this. The Liberal party has turned me into an enemy for life."

Heston has helped organize some of the 14 anti-gun rallies held so far in Saskatchewan and Manitoba since April. But just how big a factor the lobby will be in rural ridings on the Prairies and elsewhere is unclear. Although about 5,000 people have so far participated in the rallies, gun-control lobby registers in sparser polls. "For most, it's not a top-of-mind issue," notes Saskatchewan NDP campaign spokesman Mike Stobbe. "And for the few who are it, it takes them as far as saying they won't vote Liberal—then they decide who they'll vote for based on the other issues."

Perhaps. But the fact remains that all of Saskatchewan's provincial parties, including the Liberals, oppose the federal gun-control law. Premier Roy Romanow's NDP government is supporting Alberta's case—before the province's Supreme Court—Pan argues the gun law is unconstitutional. And Manitoba Justice Minister Victor Tassi has gone so far as to say this province will not carry out its responsibility to prosecute alleged violations of the Firearms Act. All that suggests that the gun-control issue may place a tougher political punch than some might like to admit.

The mix at the centre of the storm is federal Justice Minister Allan Rock, who championed the legislation. Last week, the Alberta Fish and Game Association accused him of forcing in Edmonton law firm to drop the association as a client in the constitutional challenge to the gun law (the association had been granted intervenor status). "These extreme difficulty with the fact that the justice minister would get involved this way," says association president Andy von Busse. Although the incident occurred last December, the association waited for the election campaign to make it public.

Rock's office finally denies any ministerial intervention. The department's regional director, however, did call the law firm, which acts as a "leading agent" for federal criminal prosecutions, to express concern about a possible conflict. "In these circumstances, the firm could be called on to prosecute the firm's law firm," it is challenging as unconstitutional," says Michael Brown, a senior policy adviser to Rock. "But at no time did the minister intervene." Such claims are unlikely to have much effect on those who oppose the gun law. By now, the chances of gun owners believing Rock was not involved are probably about as good as getting them to vote Liberal.

## GOAL DRIVEN in Calgary

Toronto shop: gun control also surfaces in an otherwise passionate campaign



# The federation's future is treacherous turf

culture, social services and employment training.

The other three parties take a more soul-searching, low-key approach. If the provinces agreed, both the Liberals and the Conservatives would amend the Constitution to recognize Quebec as a distinct society. The Liberals would change the Constitution to ensure that any amendment that affects a region must be agreed to by that region. The Liberals also insist that they can strengthen the federation through non-constitutional methods, citing recent agreements to transfer management training funds to such provinces as Quebec and New Brunswick. Finally, as part of their so-called Plan B—the most hard-line stance to wards Quebec—the Liberals have asked the Supreme Court to rule whether that province has the right to secede, and if so under what conditions.

The Tories oppose Plan B, arguing, in effect, that by allowing for the possibility of Quebec secession the Liberals make it seem more plausible. The Tories say they would "rebalance the federation" to develop more programs; one such step would be to give provinces the right to raise their own tax dollars for health and postsecondary education instead of relying on Ottawa's transfers. Instead, Ottawa and the provinces would sign an so-called Canadian Compact to establish national standards for those programs.

The New Democrats dodge the phrase "distinct society." They note that "Quebec is different from all provinces"—and that the difference should be recognized in the Constitution "in a manner that fosters the unity of the country." They say that spending cutbacks, the downsizing of national institutions such as universities and government services, inequality erode the common values that united Canada.

## CRIME

The Reform party has tapped Canadiana's sense of urban crime, tapping the issue into the campaign spotlight. The party would enact a victims bill of rights, including the right to be informed of the offender's status from arrest through parole. It would replace the

Young Offenders Act with measures to ensure that serious offenders who are 14 years of age and over—and all offenders who are 18 and over—are tried in adult court (the act now stipulates that anyone who is 18 years of age or older and who is charged with a violent crime must be tried in adult court unless they can prove that society will be better served by keeping them in youth court). Reform would also repeal the Liberals' law that requires the registration of all shotguns and rifles, increase penalties for the use of firearms in crime, and hold a national referendum on capital punishment.

Following Reform's lead, the Tories would introduce a victims' bill of rights, repeal gun-control legislation, increase penalties for the criminal



Under the knife, health care is every politician's favorite child

use of firearms, and lower the age of application of the Young Offenders Act from 12 to 10. In contrast, the Liberals' program is bristled of post-secondary education, its 1993 gun-control legislation, harsher sentences for those who commit crimes of hate, longer sentences for young offenders who commit crimes, and pro-

visions to transfer young offenders charged with violent crimes, under some circumstances, to adult court.

The NDP does not talk about gun control in its platform. It promises to be "tough on the causes of crime"—child poverty, unemployment, racism, poor education and health care. And it would impose tougher sentences on white-collar criminals and those who commit gang-related crimes. The NDP also promises gun control—but it says strong measures to control illegal guns and money laundering. Both issues have been in the headlines in Quebec: more than 100 people have died in the past two years in real gangs' feud over control of the illegal drug trade.

## HEALTH CARE

Health care is everybody's favorite child parties are tripping over each other in their promises of funding. In 1997-1998, Ottawa will transfer \$25.1 billion to the provinces for health, postsecondary education and welfare—although the provinces are

free to spend that money as they please. That transfer is composed of \$12.5 billion in cash and \$12.6 billion in tax points, which is money that Ottawa used to collect through its income taxes but which the provinces now collect for themselves through provincial taxes.

The Liberals have cancelled \$5.4 billion in their own planned cuts to the cash portion of the transfer over the next four years—while claiming that they have strengthened health care. The Tories would also stop those planned cuts. They would convert that amount into tax points—and transfer those points to the provinces. They would rely on their so-called Canadian compact to ensure that the provinces do not diminish health or education standards.

Reform plays political games with the figures. First, it proclaims its desire to cut \$5.5 billion from the transfer—because it wants to end the two-thirds rule in welfare spending. Then, it proudly announces an additional contribution of \$4 billion for health and education. That translates into an additional \$500 million that provinces can use for any purpose anyway. The \$4 would restore \$4.5 billion from previous cuts. And the NDP would bump up the cash portion of the transfer to \$25 billion per year, institute a national prescription drug plan and expand Medicare to cover home care.

Those sharp divisions in policy surfaced repeatedly in both the French and English-language debates. The two showdowns also appeared to be something of a mirror for the contestation. Charbonneau, who said recently had endured daily attacks from the four other party leaders in uncomfortable silence. Early in the campaign, Liberal handlers heated his direct confrontations with Charbonneau, they feared that the Prime Minister would look like a bully by attacking any of the smaller parties too spontaneously and harshly. In fact, one sure sign of Charbonneau's rise in public opinion was that Charbonneau went out of his way to attack him in the wake of the debates.

As work the debates did much to establish specific images of each leader in the eyes of Canadians who do not normally pay much attention to politics. Fairly local, observers said that each of the leaders made at least small gains. Charbonneau dominated the debates, and his strong commitment to pass on to his children the united Canada he had inherited from his parents was the most memorable moment of the English debate. Charbonneau's more of a case in the French debate—but the last line of last summer when he told Bloc Leader Gilles Duceppe's followers for blaming all of Quebec's ills on Ottawa—and then said he was surprised that Duceppe had not done so again when, in a widely publicized incident several weeks earlier, the Bloc's media boss got lost on route to an event. Missing, meanwhile, took effective prohibitions at both Quebec separatists and Charbonneau—telling the Prime Minister that "you should know it's" in the October, 1996, sovereignty referendum. McDonough won plaudits for her valiant efforts in French, and the bilingual Duceppe—whose ignorance in English was disastrous—did a more competent job in the second debate. "Perhaps," asked Jean Marc Lévesque, president of the Montreal-based polling company Groupe Lévesque & Lévesque, "it was all a plot, he was so terrible in English that anything after that was better by comparison."

Still, for most people, the enduring image of the French-language debate had little to do with the five leaders. At the start of the key session on national unity, moderator Claire Laramache suddenly collapsed on the floor because of a severe drop in her blood pressure. Laramache, a former journalist and talk-show host on the private TV network, has undergone treatment for the problem for the past 15 years, the network later said. She had been hospitalized for similar bouts before, but the network said she had been in "great shape" in recent months. She was released from hospital the next day, after undergoing bugging between representatives of the parties and French-language networks, the first session of the debate was scheduled to be held last weekend.

Fives that unexpected drama, some observers said, carried its own lessons for the electorate. "I watched that woman collapse, and I waited for one of the party leaders to come to her aid," said pollster Michael Adams of Environics Research Group. "They all seemed frozen in place for the longest time." After a seemingly interminable delay, the Bloc's Duceppe was first to her aid—and eventually, a doctor in the studio pointed aid. But the politicians' collective delay in reacting, said Adams, "spoke more eloquently to me than anything else about their inability to respond as a direct, honest way to the people they say they want to serve." Early or not, that image seems more up the reservation many people, just about as few would be there, and their lack of clear answers in hard and painful times. □

Laramache, the moderator's dramatic collapse short-circuited the French debate—and left the leaders frozen

## TRACKING THE PARTIES

Last week, three polls gave the five major parties roughly the same percentages of the popular vote in surveys taken between May 10-15. The Globe and Mail/Environics and the Reuters/Doyle polls were taken after the first two leaders' debates, while that of the Strategic Counsel survey was done before the debates. The average of the three polls for the five major parties:



# Trail Mix

"We have 30 candidates under 30 years of age. The Liberals only have two. We've got a really young perspective on most of the issues."

NDP Leader Preston Manning

"I have to tell you these guys could go pro. Just about about it—Mud Day Manning the Madhouse Master versus Cut and Crash Chrétien."

NDP Leader Alex McDonough at work and the debates

"It has become a city where there is misery like nowhere else."

Prime Minister Jean Chrétien blaming unemployment for the economic instability in Montreal

"I am no longer premier, but I am always a politician."

Former Quebec premier Jacques Parizeau

## SPOTLIGHT:

By Mary Jamon

### The NDP's big plans

**THE POLICY:** In its hand book, "A Framework for Canada's Future," the New Democratic Party outlines ambitious plans—in striking contrast to the prevailing orthodoxy at the time—to massively increase program spending, institute new or higher taxes—including extra levies on corporations and Canadians earning more than \$100,000 a year—reform the Goods and Services Tax and raise tax credits and cut taxes for lower-income Canadians. New Democrats predict that the economy would grow substantially in response, generating two million jobs and billions of dollars in new tax revenues—allowing the NDP to balance the budget in 1999-2000.

**THE REALITY:** The party would conduct a risky experiment with Canada's taxatively recovering economy. Its detailed blueprint list of spending initiatives is breathtaking: \$3.2 billion for environmental projects such as sewage treatment, \$8.6 billion to cancel federal charges to the employment insurance system, \$3.3 billion for daycares, \$3.5 billion for new day-care spaces, \$3.5 billion to increase transfers to the provinces for health, education and welfare and \$4.9 billion for pharmacare—among other things. Annual program spending would rise from

the government's projected \$305.8 billion in 1997-1998 to \$128.7 billion in 2001-2002—an increase of almost \$20 billion, or 31 per cent. In fact, the NDP platform would cost even more than that amount—because New Democrats do not include the lost revenues from increased tax credits and other tax breaks for low-income earners in their stated expenditures. Instead, they subtract the cost of their tax breaks from the amount of money that their new taxes would raise. That is standard governmental accounting practice.

also use \$550 million to eliminate the three-per-cent surtax, which all taxpayers pay, for low-income taxpayers. And in 2001-2002, they would reduce taxes, referring about \$6 billion in that year. Through a magical sleight-of-hand, they deflated those amounts from the \$12.7 billion in new taxes—and predicting that tax hikes will only result in \$4.9 billion in new revenues.

Some of the arguments are open to question. If they reduce tobacco taxes to previous levels, New Democrats assume that revenues will increase by \$750 million per year in 1999-2000. Their plan assumes that all taxpayers will pay whatever new tax is levied and that there would be no growth in the underground economy, no evasion—and no tax revolt. The ongoing road trade in cigarettes, Jersey's Jersey's tax levies to lower taxes in the first place. New wealth taxes will defund more than \$4 billion this year. The policy also assumes that larger corporate taxes, including higher taxes on job-generating small business and manufacturers, will produce an extra \$1.4 billion per year and that interest rates will not rise and economic growth will not falter—even though the economy will be hit with more than \$12 billion in new taxes.

NDP Leader Alexa McDonough admits that her party will not win elections. Instead, she says, Canadians should elect NDP MPs to point out the human cost of economic change. That message may lose its bite when voters tally the cost of the NDP's own economic change.

there, but it is also a crazy way to control hefty tax increases—and limit tax breaks. In effect, the NDP would raise taxes by more than \$82.7 billion per year in their first budget. But they would use \$1.2 billion per year to hike the GST credit for low-income Canadians and to remove the GST from books and children's clothing. They would



McDonough campaigning in Toronto, headbanging drinking



Montreal's Ghazouan: Kikayashan, K.C.-style

more than half of the voters are of Asian origin. With that in mind, when the Liberal Party of Canada (LPC) released its list of candidates for the June 2 federal election last week, it thoughtfully provided Chinese-character translations for the names of all 34 Grit nominees. Some, like Secretary of State for Asia-Pacific Raymond Chan, already had Chinese names. But for others, like Kikayashan/Columbian candidate Mark Shingebely and Esquimaux/BC's John

## HIGHLIGHTS

### WITH APOLOGIES

Red-faced Liberal organizers issued an apology to Tory Leader Jean Chrétien for calling him a "separatist" in talking points distributed to Grit candidates across the country. The points were intended for use by Liberals when dealing with the weekend resumption of the French-language leaders' debate. Chrétien said the incident belittled the Liberals' panic over the direction of the campaign.

### THE CRIME FACTOR

Reform Leader Preston Manning bristled over crime in St. Catharines, Ont., denying the fact that serial killers like Clifford Olson and sex murderers like Paul Bernardo have the right to vote. In the audience were Don and Doug French, the parents of one of Bernardo's victims. In response, Justice Minister Allan Rock accused Manning of "trying to exploit the tragedy and pain of others," and added that if the Reform leader was truly serious about crime he should have supported the government's youth-control legislation.

### BLENDING IN

NDP Leader Alexa McDonough, campaigning in New Brunswick, attacked the Liberals on the thorny question of the blended sales tax in Nova Scotia, New Brunswick and Newfoundland. The tax has replaced the GST and provincial levies with a lower, 15-per-cent harmonized sales tax that softens the sting in some big-ticket purchases but adds to many more items, including children's clothing, heating oil and electricity. "If you want to fight harmonization, you won't get that by voting Liberal," Progressive Conservative or Reform, McDonough said.

### A FLOOD OF MONEY

The funds are not intended to buy votes. That was the message delivered by Foreign Affairs Minister Lloyd Axworthy when he announced that the federal government will pay Manitoba an additional \$25 million for flood relief on top of the \$25 million Ottawa pledged on May 1. "There are scale factors in government when you add to the right thing because it is the right thing," said Axworthy, who represents a Winnipeg riding.

### That West Coast difference

In the first of Canada, a bilingual election news release might appear in French and English. But in British Columbia's British Columbia, Chinese-language speakers make up the second-largest linguistic group after anglophones. As many as 300,000 Chinese-Canadians live in the lower B.C. mainland—roughly one-fifth of the region's population. And in some ridings, including reconstituted Vancouver-Kingsway where no fewer than four Chinese-Canadian candidates are running,

Beggs, candidates had to come up with phonetic equivalents—while avoiding connotations to candidates that might cast candidates in a bad light. The idea may give the Grits a bit of an edge in the party's battle to gain ground in British Columbia, at least against leading rival Reform. Acknowledged Reform campaign strategist Peter Shuley, whose party he's struggled to present itself in a positive light among immigrants. "It's a very interesting idea. It just never came to mind."

### Appealing across established party lines

Progressive Conservative Leader Jean Chrétien is getting help from an unlikely source in his bid for re-election in Sherbrooke, Que. A group called the "Conservative of Liberals from the Sherbrooke area for Jean Chrétien" is drawing its support behind the Tory leader. "We thought he was the logical candidate," explains member Richard Phipps, who says he hasn't renewed his federal Liberal membership after being

wasn't a surprise," says Eric Mamié, a spokesman for Liberal candidate Martin Bédard. The other two members of Phipps's three-member committee are former provincial Liberals who, when Mamié and Bédard were in the race, were not a secret. Although some Liberals support Chrétien, Mamié maintains it is "not a majority of people." Ironically, Bédard himself worked for Chrétien's organization before deciding to run for the Liberals.



### UPSTAGED BY THE ELECTION

Talk about unfortunate timing. Organizers for this year's Stratford Festival, hoping to show off \$13 million worth of renovations at their gala opening, were recently upstaged by the country's Prime Minister. When Jean Chrétien called the election, he clearly never meant to distract from the festival's extravaganza. June 2 opening, a hoped evening of pomp designed to attract as much national media coverage as possible. But on that night,

Canada's reporters will be focused on election results rolling in. "We're doing everything we can to still get lots of attention," says Anita Gaffney, the festival's director of marketing and communications. "We're managing with what we've been dealt." Renovations to the festival's main facility began last August with a groundbreaking ceremony. Gaffney has since been inspired and the lobby



Festival Theatre in Stratford: special

upgraded. When the election call came, it was too late to reschedule opening night, traditionally an evening marked by slick tented, fancy cars and horse-drawn carriages. This year, the festival begins with the musical *Candide*, starring Cynthia Dale of *Street Legal* fame. "It's really a special opening this year," Gaffney says, "no maybe there's room for two starts on June 2." As they say break a leg.



Corbett (right), a dramatic force in support for the Conservatives

## CANADA BUREAU REPORT: Quebec

# Chips off the Bloc

Tories and Liberals hope to cash in on the BQ's problems

BY ESKENDA BRANSWELL

He may have suffered a serious heart attack last fall, but Bloc Quebecois MP Roger Pomeroy seems to be top dog as he campaigns in Anjou/Verdun-des-Prairies. "In 1993, I did it in running shoes," Pomeroy says, bounding up the stairs of a duplex in the morning, clocking just east of Montreal. Pomeroy, 48, who received a go-ahead from his doctor to enter the fray again, has switched to walking shoes this time as he attempts to hang on to his seat. But his lawyer is not the only thing that has changed since 1993. Pomeroy is convinced that voters, including sovereigntists, are generally less interested in this election—although he insists heavily that it will not affect the Bloc's vote. Still, he concedes, "it's not the same referendum as in 1995." When "we fell the wire ring."

The Bloc rode its—no 54 of Quebec's 75 seats in the House of Commons. This time, the BQ's declining. After a rocky start under new leader Gilles Duceppe, the party continued to stumble last week—especially over Duceppe's bizarre comment that, even if Quebecers voted for sovereignty, federalists could then vote another referen-

dum. Since the start of the campaign, polls have consistently shown the BQ's popularity eroding—and the soundings released late last week only brought more bad news.

According to a Groupe Léger & Léger poll, conducted after the May 12 and 13 federal debates, the sovereigntist party had dropped to 35.7 per cent of devoted voters—compared with 45 per cent in late March. Support for the Liberals has also slipped according to the poll, dragging from 38.8 per cent a week earlier to 32.9 per cent. For both parties, the bad news lay in the growing presence of a third force on the Quebec electoral scene. Jean Charest's revived Tories. According to the Léger & Léger poll, support for the Conservatives soared to 30.1 per cent, compared with 17.1 in late March, and 19.6 per cent in a poll released on May 15—the largest jump in support, on a weekly basis, ever registered by Léger & Léger. "Now, it is becoming dangerous for the sovereigntist movement," says Jean-Marc Lévesque, the firm's president, who suggests that the rest of Canada will interpret the results—wrongly—as a drop in support for sovereignty itself. As for the Liberals, says Léger, they are

starting to lose, to Charest, federalist francophones who do not like Prime Minister Jean Charest. Before, they were sticking with the Liberals more. Léger says, "They love a choice."

In fact, insider poll conducted by Toronto-based Enbridge Strategy Group after the May 12 and 13 debates and released late last week had even more dramatic results: The Tories leading in Quebec with 39 per cent, compared with 30 per cent for the Liberals and 27 for the Bloc. Charest has certainly been on the advance. While attempting to have still maintain a strong lead in the Bloc, he is also going after the Liberals. Playing up Charest's popularity in his home province—the 1993 poll twice as many Quebecers chose Charest than Charest as the best choice for prime minister—Charest told *Le Journal de Montréal* last week that the Prime Minister "doesn't seem to come from Quebec—he's a guy from Ottawa and that shows in his choices." But as spite of the Tories' rise in support, analysts say the party still faces an uphill battle in a province where it currently holds only one seat—Charest's own riding of Sherbrooke (the Tories' other seat is held by Bloc MP Jean de St-John). "The problems they face is they don't have an in-the-field organization," says Léger. He adds that the party lacks strong candidates—and that will cost them votes and seats.

One of the Tories' few well-known standbys/leaders is Jean Corbett, who is running in Anjou/Verdun-des-Prairies. A former mayor of suburban Anjou, on the northeast tip of the island of Montreal, Corbett held the riding before term serving in transit port minister in the Mulroney cabinet before going down to defeat in 1982. Now 60, he agreed to run again at Charest's request. But his campaign illustrates some of the obstacles facing the Tories.

Corbett last week, during the Conservative parties' weekly along Anjou streets. "First of all, the budget is inflated," he says. "And we find there is more support to do it at the end of the campaign." The Tories face other problems. The local riding association has shrank to 120 people, compared with 800 in 1993. "We have our difficulties because we're starting from scratch," concedes Corbett. "But our big assets are Jean Charest and the Bloc's popularity."

Corbett regularly emphasizes that selling point. Last week, as he campaigned in a certain residence after the first two candidate debates of the leaders' debates, he introduced himself as the candidate "with Jean Charest." But admissions may not necessarily translate into votes. At a nearby rally, one supporter acknowledged that she also likes Charest. But, she added, to vote for the Tories—in the expense of the Liberals—would be a federalist vote. "By voting for Charest, we're not voting for Duceppe."

That is a concern for Liberal strategists as well. "It's our job now in the last weeks to make sure that we capture all the federalist vote," says Alberto Gonzales, minister of labor and the Liberal chief of Quebec operations. To that end, the Liberals are hitting Quebec with their gun to increase the party's visibility. They currently hold 15 seats—and the 1993 poll indicates that the party could take 20 more seats in the riding. Charest is "doing better than even he thought he would," says Charest's aide, says Daniel Poirier, vice-president at Angus Reid Group Inc. "They look at someone whose facing the country," says Poirier, citing job creation and the economy as examples. "The Liberal government does quite well in Quebec." The Liberals have also picked up support from people disaffected with the Bloc and Duceppe's leadership. Before all,

Charest was personally on hand last week in his home riding of Saint-Maurice to show the Liberal flag against the Bloc. The Prime Minister is no longer a challenger in his home province for Yves Ducharme, the runner-up in the Bloc leadership race. Despite the Bloc's blowback early in the campaign, it faces an uphill battle trying to unseat Ducharme, who won the riding barely by 4,000 votes in 1993—in spite of persistent conjecture that he would go down to defeat. But Duceppe remains upbeat, basing on the hope that people who voted for sovereignty in October 1993, referendum—the Yves's popularity in the province in the 1993 election—will vote for him. "We have very good [evidence] that we'll win," Ducharme told Media's recently. "But we'll have to work hard because Mr. Charest will deploy the entire party machine."

A lawyer and lobbyist, Ducharme held several cabinet portfolios in the Parti Quebecois government under Jean Lesage—and has had a long—and at times acrimonious—relationship with Charest. "I maintain there is no personal animosity between us," he acknowledges, "we were never friends." In fact, the two almost came

to blows once over a land dispute in the mid-1970s, then became Board President Charest's ally to build a tourism centre in the riding hit a roadblock when Ducharme, whose mother-in-law owned the premises, asked to join the federal purchase offer. At an accidental meeting on a local golf course, Charest reportedly threatened to punch Ducharme in the nose. Ducharme seems to enjoy being a thorn in the Prime Minister's side. When Charest declared in the House of Commons in 1995 that the word sovereignty would be the dictionary, Ducharme promptly sent him a French dictionary that included the word.

The Bloc may still gain momentum. Although the May 13 French-language referendum was called short because of the threat of moderate Charest's leadership—just before the discussion turned to the BQ's lead and latter issue of sovereignty—all of the parties agreed to finish the encounter on the weekend. So far, though, Duceppe has been largely unsuccessful in his attempts to inject sovereignty into the race. That may in part be due to his incoherent leadership. Charest's leadership last week about the possibility of federalists looking another referendum after a future Yes vote to sovereignty were quickly corrected by Parti Quebecois House Leader Pierre Blais. "Once we have a Yes vote on the sovereignty issue," Blais said, "I think the question of Quebec will be settled—I can see no turning back."

But some of Duceppe's problems revolve around another crisis in Quebec's francophone community. Jacques Parizeau, who last week formally launched his campaign for a second term as Quebec's premier. Recently leaked excerpts from that memoir created an uproar with the revelation that the former premier had considered a unilateral declaration of independence in the wake of the last referendum—contrary to the sovereignty movement's reassurances that peaceful negotiations with Canada would follow a Yes vote. That ignited a controversy that cast doubt on its separatists and raised the question: who really speaks for the sovereignty movement? Parizeau, who has previously been critical of Duceppe, tried to publicly snuff some fires. At his book launch, he urged the crowd to vote for the BQ, saying, "In the weeks to come, the way for sovereignty will have to return." That may be easier said than done. During this campaign, fever of any kind has so far eluded the Bloc. □



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## CANADA



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## Rating talk-TV

**The debates draw mixed reviews**

**T**hey had been co-pilot, co-narrator, co-anchored and co-hosted for one of the key moments in their pursuit of power. But when the lights went on and the cameras rolled for last week's televised debates, the leaders of Canada's political parties were suddenly on their own. Over two days, they jabbed fingers at one another, hand-chopped the air, grimaced, grinned and spluttered indignantly in both official languages for a total of 6½ hours. (It would have been five hours had moderator Claire Lamoignon not collapsed during the French debate on the second day.) And while political analysts searched for meaning in the messages—and looked for a resumption of the French debate last weekend—the critics were sharply divided on the cast and the calibre of the first two productions.

So television executives, local stage-makers and University of Toronto historian Michael Bliss, a frequent political commentator, were asked to assess the candidates' performances, the program quality of the debates, how they might have been improved and whether they were worth doing at the first place. Three of the TV executives liked the shows and three either did not or thought they should have been done differently. All four of those concerned with ac-

quies—none of whom was involved in the debates—faced head-on with some of the performance. Bliss was the most critical. "Politicians are bad at receiving water intelligence," he said, "and the leaders perhaps in that by representing little about the nation and the people."

But for Tom Clark, national editor of the Toronto-based *London Broadcasting System*, the problem was not politics but positioning and production. The candidates, he said, should not have been imprisoned behind their podiums but given the option of moving around the stage to "use some body language because you can't read it to listen, they tend to look." And he said he was surprised by the director's failure to put a camera on Lamoignon when she left. "I heard the third said thought it was just Preston Manning falling asleep. But instead of showing us what had happened, the camera liked to the ceiling and they played a little Mozart; it was an Canadian."

Mark Starowicz, the CBC's executive producer of documentaries, shared Clark's belief in the importance of body language but thought it was clearly evident in the English-language debate. At the same time, said Starowicz, "television has become almost totally electronic events and one way to increase the flow of information to the public



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## CANADA

is to have it not entirely done by party leaders." He said there should be as many as 15 TV debates during a campaign between cabinet members and their opposition critics on issues such as immigration, defence, the arts, senior/last dance, education and youth policy.

Another senior TV network executive, who noted that his stance be withheld, said the English debate was overcontrolled because, for one thing, the studio audience had been told not to applaud. In light of that level of restriction, he added seriously, "why don't we do everything we possibly can to make the whole thing livelier and homogenized?"

But three of his colleagues took issue with that bleak assessment. Peter Rehal, CTV's executive producer, documentaries, said he liked the program. In any production, he said, "you always try to get good characters who talk well and these guys did it to a greater or lesser degree." Paul Rogers, Global TV's news director, said he also found the English debate entertaining, adding "People watching can sense the nature that's there, which I think for those who don't have a lot of sympathy for politicians may have been enjoyable to watch." And Tri-an McQueen, president of the Discovery Channel and former head of CBC news and current affairs, commented: "All that really mattered were the ratings, and since 1.2 million people watched the debates, by Canadian standards that is a great success."

Some of the blarney, however, both of the production and how the candidates handled themselves, came from those who coach politicians and occasionally try to make them over. Gabor Apor at Toronto worked for Liberal prime minister John Turner in the 1986 federal election won by Brian Mulroney, for former Ontario Liberal premier David Peterson and in fear of Pierre Trudeau's own pageant, said Apor: "The act was awful. It was clumsy and bordered on looking cheap." Some of the leaders, said Apor, "used their hands excessively and the gestures were out of sync with what they were saying." He also said they had difficulty speaking to the camera or one another without consulting their notes—"that would be my one big beef"—and were so unsure he often could not understand what they were saying.

John Laschinger of Toronto, who has worked with Conservative premiers Mike Harris of Ontario and Gary Filmon of Manitoba, also thought the broadcaster was self-defeating. "When you get into a slugging match, finger-pointing and huffing, people turn off because they don't like partisan politics to start with," Laschinger said. He felt the Liberals should have tried to schedule the French-language debate first to make Prime Minister Jean Charest more comfortable in the English segment. His main objection to the Prime Minister's performance: Charest's resort to notes before answering "a question

on why this country should stay together."

Barry McLoughlin of Ottawa, whose company schools politicians on media to change, said that 2 1/2 hours "was way too long. The broadcaster rendered it a little incoherent at times." As for how the candidates fared, he said "I'll put it in the mood for change, Charest isn't your man and so he wasn't selling that vision. [Tory Leader Jean] Charest said leadership Charest said management at." And Patrick Gossage of Toronto, a communications consultant who

also once worked with Trudeau, said he would have spent a lot of time trying to convince the leaders to answer stable audience questions directly rather than using them to score points. "One thing you cannot do as a member of the public by failing to respond to a question," Gossage said. The consequences of that behavior, together with the reaction of the nation's viewers, will become clear on June 2.

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## Canada NOTES

### HEALTH-CARE SHOWDOWN

Federal Health Minister David Lingwell warned Alberta Premier Ralph Klein to stop "unfairly privileging" for-profit hospitals from opening in Calgary this summer—or else he will. Calgary-based Health Resources Group Inc. is behind the \$4-million project and says the hospital will sell private medical services to the Workers' Compensation Board, private corporations, Americans, native groups and others. Lingwell objects on the grounds that the facility breaks the spirit of the Canada Health Act.

### A DEAL FOR DOCTORS

The Ontario Medical Association reached a tentative three-year deal on how much doctors can bill the province. Under the past, which doctors have yet to ratify, doctors will be allowed to raise 1.5 per cent a year. In 1996-1997, doctors received about \$3.61 billion. Health Minister Jim Wilson said the deal would cost \$100 million in new money over three years, while critics charged that the actual figure could go as high as \$1 billion.

### FORENSIC SNAFU

The largest crime laboratory in Canada—Ontario's Centre of Forensic Sciences—said investigations will slow up to 30 murder and manslaughter cases dating back to 1979. The decision follows disturbing revelations that lab staff knowingly tested contaminated hair samples that helped to wrongfully convict Guy Paul Morin of murder in 1992.

### SKOKE FOR PREMIER?

Arch-conservative Roseanne Skoke wants to replace Prime Minister Jean Chrétien, who resigned last March. The controversial Liberal MP who recently lost her federal riding nomination is best known for her stand against gay rights. The other candidates for the July 12 leadership race are Health Minister Dennis Austin, backbenchers Bruce McMillan and MP Russell MacLellan. Skoke is considered a long shot.

### VALCOURT STEPS DOWN

Bernard Valcourt, leader of the New Brunswick Conservative party, said he will resign because of a lukewarm endorsement of his leadership last month. His successor will likely be chosen in October.



Choosing Winnipeggers thank Canadian soldiers for fighting the Red River victory.

## A flood of heartfelt emotions

Cheers greeted Canadian Forces soldiers as their 136-vehicle convoy paraded through Winnipeg streets last week. The stain of the Forces' disastrous invasion to Somalia in 1992-1993 seemed to be erased as hundreds of Manitobans turned out in a cold rain to thank the troops for helping to fend off the flood of the century. "It's about time they get a positive image," said Claudette Gaudry, who watched the procession with her wide-eyed young son.

At the peak of operations, 8,600 troops lost the risk of the Red River and its swollen tributaries. The flood created a 2,000-square-kilometre "Red Sea" and forced the evacuation

of 26,000 Manitobans. Preliminary estimates put the damage at more than \$600 million—and counting. The Manitoba government, meanwhile, said it will investigate whether any of its actions—such as the construction of the Brookfield dam—contributed to flooding at the towns of Ste. Anne and Grande Prairie. In the interim, residents of the border areas of Emerson returned to a few flooded basements but no otherwise dry community after three weeks of exile. The Salvation Army collected more than \$1.7 million in donations and the Canadian Red Cross received \$8 million. CBC Radio's Red River Rally, broadcast on Mondays, is expected to raise \$2 million.

## Pulling Hydro's plug

Will publicly owned Ontario Hydro, North America's largest electrical utility, be sold? On the one hand, provincial Energy Minister Norm Sterling emboldened the Tory government's 1995 pledge to consider selling the utility, saying that while cabinet has yet to pronounce on the matter, he believed "there is no movement about privatizing Ontario Hydro." But then Bob Reid, Premier Mike Harris's press secretary, scribbled to get his own spin on the matter, qualifying Sterling's comments by saying that the government might consider privatization at a later date.

The mixed messages came at a difficult time for the beleaguered utility. Earlier in the week, Ontario Hydro announced that it would soon notify about 950 employees that their jobs are being cut. Earlier this year, Hydro said it would have to cut about \$16 billion from its \$34-billion accounts to be competitive in a deregulated market—which the government favors. To foster deregulation, Sterling said he plans to split the utility in two—creating one Crown company to generate power, and another to distribute it. That would allow competing power-generating companies easier access to the distribution grid. An influential group of business leaders has been pushing Ontario to break Hydro's virtual monopoly and deregulate the marketplace.

### DETECT

## Laser beam wars

It sounds like science fiction. Still, U.S. officials said they suspect that the Russian merchant ship *Kapitan Minin* fired a laser beam at a Canadian Forces C-134 Sea King helicopter while in U.S. territorial waters near Fort Belvoir, Mich. The 194-meter-long vessel only last week, issued more questions that answer. Apparently, the *Kapitan Minin* was spotted on a U.S. radar submarine. The next day, the helicopter's Canadian pilot and an American air officer, who was also aboard, reported eye witness, which doctors diagnosed as temporary—and likely due to a laser beam. A photo, such as the visual taken from the Sea King shows a red light coming from the ship's deck. The vessel was detained three days later for two hours but U.S. Coast Guard officials found nothing. The United States issued a protest with the Russians, but Canada, citing the inconclusive investigation, chose not to.

# Knights Of The News

## COVER

### Anchors have never been more powerful—or more closely scrutinized

BY MAURICE McDONALD

**I**t was, of course, a risky self-parody. As the strains of an operatic overture wafted over the crowd of broadcasting glitterati gathered at the Metro Toronto Convention Centre for the 17th annual Gemini Awards in March, three familiar figures strode onstage with exaggerated hauteur. Dressed out in white bow ties and tails, they took their places against a backdrop of potted palms, their manic stands at the ready before them. The three titans—Lustina Penzotti, Javi Carrasco and Placido Domingo—they were not, although they reined as no less an institution as their own right. “Lustina and gentlemen,” announced an announcer voice over the loudspeakers, “the three anchors.” Like their singing counterparts, the three were poised to show off the power of their voices. Instead of an aria, the CBC’s Peter Mansbridge delivered the plot of *The Barber of Seville* as an impeccably biased two-line news item. Then, Knowlton Nash, his professor as *The National*, reduced the libretto of Carmen to a routine homicide report. Finally, twirling a white linen handkerchief to the tune of J. Pizzicato, CTV’s Lloyd Robertson brought down the house with a stereotypical bulletin. “A clown cried today. No Canadians were involved.”

In that packshot scene, the country’s reigning media superstars really showed their own egos—the show-muscling behind their willed neutrality, their substantial egos and psychoses, and even their bitter backstage rivalries. “Anchors are our version of Canadian celebrities,” says Peter Swick, president of Toronto’s Media Buying Services Ltd., one of the country’s leading purveyors of commercial airtime. But, as he points out, their celebrity is not merely for its own sake. Ratings and millions in ad revenues ride on the reflection of authority in their voices and how viewers feel about their counterattacks or tolerating. “They’re very important icons of a network’s identity and integrity,” Swick says. “The anchor is one of the only reasons of branding a broadcasting outlet when there’s an increasingly cluttered electronic Milk Street.”

At a time when pollsters say that 80 per cent of North Americans get their news from television, network anchors have become the gatekeepers of global events—the arbiters of



**Kim (left) Robertson (opposite), Mansbridge: arbiters of advertising dollars, ratings and even a network's integrity can depend on their images**

what is deemed worthy for the population to know. In a world of changing information overload, they frame reality into a 25-minute sampler of digestible sound bites, unswayed by passion or discernible opinion. Such is the pressure to appear to dispassionately deliver the news that it takes the startling find of a body being the sound stage—as TVA hostess Claire Lamarche did when she fell unconscious in the midst of moderating last week’s French-language election debate—to provide a reminder of the perils of practicing their craft, live, each night.

In fact, never in the news anchor’s presence more heavily felt than in times like the current

federal campaign, when they take over as political tour guides. During the weeks remaining before the June 2 vote, as they make viewers through the daily maze of issues and polls, photo opportunities and staged speeches, they promise to become increasingly ubiquitous presences on the small screen. But no matter how frequently they invade the living rooms and bedrooms of the nation, their faces as familiar as household furniture, they remain elusive—their feelings masked, their personalities largely unknown.

At it turns out, they like things precisely that way. One reason may be that, at a time when anchors have never appeared more powerful or omnipresent, they have also never been scrutinized with such a jaundiced eye. From the old Mary Tyler Moore Show to the current *This Hour Has 22 Minutes* and last winter’s surprise CBC comedy hit, *The Newsroom*, their role has been getting a hilariously bad rap from their own medium. In *The Newsroom*’s snubly vicious version, played by actor Peter Onorati, anchor Ana Wiklund struts the set, all teeth and know-it-all haughtiness, in the midst of a nuclear plant meltdown, over how far he should undertake his job to uncover the nature of impending catastrophe. “I just thought it was funny to have a guy who sounds knowledgeable, but is in fact lame,” says the show’s creator and star, Kim Pridmore. “But that’s what the news is, isn’t it? It pretends to be knowledgeable, but it talks in all these platitudes.”

As if that criticism were not disconcerting enough, other media pundits have pronounced the network news anchor an endangered species. In the crowded 506-channel cableplex of the future—with a proliferation of all news channels joining CBN and Newsworld—they predict that the notion of waiting each night for an Olympian summary of events will become a



quaint microcosm. "My generation can't relate to anchors," says Stephen Marshall, the 29-year-old larva behind the radical "videoart" *Channel Zero*, who now finds himself courted by the world's top broadcasting writers for insights into why his peers are no longer tuning in. At a reception in Berlin last year, network executives, as well as Marshall, had listened to his provocative riffs on an "anchor-free" future. "The anchor is the ultimate symbol for the current news paradigm, which is dying," argues Marshall. "They're living ghosts."

On the fourth floor of the CBC's gleaming Broadcast Centre in Toronto, Peter Mansbridge stands alone in a pool of light, a solitary figure in the darkened studio that serves as the set for the public network's flagship news show, *The National*. Beyond the glass wall behind him, a half-dozen writers and lineup editors labor over their computer terminals, tracking the late-breaking stories beneath the newscast's fluorescent glare. An earpiece wires down the back of Mansbridge's ivory jacket keeps him plugged in to the director in the control room on a floor above. But unlike Hollywood's take on the network news business, his only companions are an operator monitoring a pre-recorded scroll of robotic captions and the floor director, who is giving him his backward count to six time "5:13:12..."

The first time Mansbridge sat in for Klawnshton Nash on *The National* was Saturday night in 1981, he remembers the rush of realizing the history he had inherited with that anchor chain. "I was scared s---less," he chuckles, betraying a candor and vocabulary he will never dare on air. (Mansbridge broadcasts live election specials, the show's old Mansbridge arranges for a seated technician to pop a neck bowtie.) The *Hollings Stagers* or *Alanna Mansbridge*—who has to rev up his energy but for the moment he wears the cut of *The National*'s thrice-mast. Hours earlier, he had already marked up that night's script—written by a veteran member of the news team "who knows how I talk"—and it has been programmed into the TelePrompTer. But with the Stanley Cup precepting the network anchors, he must keep himself steady for hours, re-recording updates for *Newsweek* and regional editions, intoning the same elegant phrases over and over: "Glorious, isn't it?" he drags.

In fact, to most viewers Mansbridge is a figure of considerable glare. His salary, which he refuses to divulge, is reported to be in the comfortable six figures. His close friends include the country's media moguls and shakers. And, after years of seeing his romantic misadventures—including a failed, 13-year sexual marriage, to CBC broadcaster Woody Mesley—chronicled in *Frank magazine*, he now shares his life with actress Cynthia Dale. Best known as the starstruck woman on *Street Legal*. This summer, they have taken a house together in Stratford, Ont., where, on election night, she spent as Queen Guinevere in the festival's *Camelot*.

But glare is an external perception. Up close, Mansbridge's sleek glass and black plywood armor desk seems thinner than as seen and, shorn of its pencil mauler, exposing into the lens, he looks both less approachable and less amiable. If the camera does not lie, as those in the news business frequently insist, it does not lie. At an anchor's desk, Mansbridge is taller and stouter than he looks on TV, just as Lloyd Robertson, at the left, 19 inches, turns out



Mansbridge in the office and on screen in *Mansbridge* working at the top job in Canadian broadcasting



to be slighter. Shy, but armed with a sardonic wit and a staccato laugh with baroque echoes of Woody Woodpecker, Mansbridge can regale a kitchen for hours with tales about the making of the news—and his career. But what questions ever toward the personal, he slams the conventional door.

His image is something he lustily guards. Despite his well-publicized passion for golf, he refuses to be photographed on the links and only reluctantly divulges his handicap of 17. He also rates out joining with Dale and news off queries about his two grown daughters from his first marriage. Although on wife Mesley—his frequent replacement as well as the host of *Sunday Report*—minus a close friend, she exhibits a firm reluctance to discuss Mansbridge in anything but the vaguest professional terms. To some, Mansbridge's reticence seems curious in a man whose ego was blazoned for his epic 1995 clash with popular former co-anchor Pamela Wilton

that as he won it, "I always thought it important that the anchor not get in the way of the news."

For Mansbridge, caution comes with the burden of being *The National* personality. "I don't escape the fact," he says with a nod to the corporate line, "that my face is attached to the CBC prism." Ever since the network's disastrous 1990 experiment with moving its news hour to 9 p.m.—when its market share plunged to second place and stayed—Mansbridge has anguished over every fluctuation in its numbers. According to insiders, that anxiety turned into an obsession this spring when the CBC introduced commercials to its one-hour newscast and its average audience of one million viewers accurately plummeted to 884,000. During the same period, Nielsen Media Research reported that rival CTV boasted an average audience of 1.4 million—more than doubling the gap that existed between them last year.

Mansbridge still chafes at the commercials. "I think they damaged the eyes of some of our viewers," he says. But he points out that they generate \$15 million in revenue a year at a time when the corporation is hemorrhaging talent as a result of budget cuts. "There was a time around here," he sighs, "when all I ever seemed to do was making farewell videos for people's goodbye parties."

His over-cerebral trajectory, which ends like the stuff of a movie plot, is an unadmitted product of public broadcasting. At 18, Mansbridge had dropped out of high school to join the CBC's *Guides* at Ontario's Glendale College and flunked out of the army's pilot training school when he found himself working as a freight handler at the airport in Churchill, Man. He had just stopped in to announce the boarding call for an ailing father again when a passenger marched up to him. The CBC's regional manager, de-famed himself as impressed with his voice but he offered Mansbridge a part-time job as the local radio ditty.

Mansbridge dreamed up the town's first newscast and, at night, he stepped into patching together freelance reports on police beat and other Arctic chatter that was late at night—and noticed—on the main network. In 1976, he finally graduated from a succession of CBC Prairie branches to Parliament Hill. He arrived in his native Ottawa before by politics and left four years later an anchor. According to Mesley, he stays plugged in even on vacations at the Gatineau property he bought with an overline carousal from the 1979 divorce. "He's a political and news addict," she says.

Over the years, Mansbridge worked dogmatically at his craft. But he also had reason to dream of further fields. Two generations of Canadian newsmen before him had made their mark at the U.S. networks. From CBS's *60 Minutes* to his own former Ottawa bureau mate Mark Phillips, now a CBS correspondent in London, that figure had particular meaning for Mansbridge. At Glendale, he had watched as one of his English teachers, Phyllis Brown—now a Toronto producer—was paid up after school by her boss, Peter Jennings, the anchor at *60 Minutes* who went on to become a *60 Minutes* World News Tonight "60 career, we all thought he was a big deal then," Mansbridge laughs, "because he did the local Saturday dance party."

In 1987, his own turn came to host the same song of U.S. fame as

reported \$700,000 a year after to co-host CBS's morning show—and the dream of eventually succeeding evening news anchor Don Rafter, who now makes \$3 million a year. Despite being born in CBC into the Terry Brown, says The National's executive producer, Mansbridge had decided to accept. "I was not," he admits. "The Klawnshton Nash maneuvered him to a midnight meeting and announced that he was stepping down as *The National*'s anchor after 30 years to make way for him. 'I was all over there,'" Mansbridge says. "There was the top job in Canadian broadcasting. How could I possibly walk away from it?" In the years since, he admits to only two seconds of regret: crying the resources his family would have to leave behind in leaving the *60 Minutes* job. And when the CBC's news hour was abruptly moved to 9 p.m. "In the worst days of the 9 p.m. experiment," he says, "I would have gone to the CTV for a string and done weather reports."

But now he has become a force to be reckoned with. In the past year, he has been fact, he almost quashed the three-season bid at the Gemini Awards. Originally, Peter Kent, the co-owner of Ontario-based Global Television—which is currently bidding for third-network status—had been slated to appear. But Mansbridge refused to perform alongside him after Kent scolded at the CBC's coverage of its own fiscal woes in an on-air monologue last January. Only when Nash was seconded from moment to moment by Peter Kent did Mansbridge agree to appear. "I was not going to be sharing a stage with someone who was calling into question my journalism and the journalism that we all do here," he says. Kent, a former *National* anchor himself, drags off the honor. "It's not a shame at all," he says. "I'm not a news anchor," he protests. "Just said, 'Stop whining about your bad-guy status in the newscast.'"

Late on a chilling night, a security guard's voice crackles over the intercom of the building he lives in at the Balm, Broadcasting station on the drapes of Toronto's white. Lloyd Robertson broadcasts it. The CTV News Identification is denigrated. Instructions are relayed. Inside, hugging up the anchor's desk, Mansbridge makes up a story of a makeup and a story of a story.

Long blue, Robertson apologizes for the hassle—a product of the increasing perils of contemporary TV celebrity. Security has been tight ever since the fatal shooting of Ottawa sportscaster Brian Smith in the parking lot of another Balm station two years ago. "Things were a bit tense around here after that," Robertson says. Still, it seems inconceivable that the anchor of the CTV's news anchor his colleagues have dubbed "Uncle Lloyd"—the top-rated anchor whose Canadian TV Guide readers have voted the country's "most trusted" for nearly a decade. "What you got with Lloyd is a total trust," observes Craig Oliver, CTV's Ottawa bureau chief, who has known Robertson for 40 years. "There are no dark hidden nervous. He is such a straight arrow that I remember in the early days when gorgeous women were throwing themselves at him, and I'd be hoping for more news, Lloyd would just bring them through it all." Married for 40 years to his high school sweetheart Nancy and the father of four independent-minded daughters, Robertson is less gratefully—despite his right to that title—than courtesy. He is as open as he is unashamedly afraid to a stage in his hair—"the lights were bouncing off the top"—and off, he jokes

Robertson on the job at CTV News; now ranked number 1

with his crew about hating Gervais under the anchor desk. Colleagues theorize that the secret of his staying power is that he manages to combine the cocky, laid-back approach he brings to an otherwise unassuming facade. "He's over-the-top," O'Leary says, "but he also has an awesome ability to soak up information and repackage it in a way that makes sense."

For 21 years, Robertson has used that mix to pilot CBC's newscast through constitutional crises and natural catastrophes. But in 1995, when he arrived at the network from the anchor slot at CBC, his deflection provoked front-page headlines. For the previous two years, he had become the pious in a bitter war of broadcasting leadership by rival networks. Until then, Robertson's corner had shined placidly upward from his star at a well-lit, open, radio station—perpetrated by what he calls "good pipes." But in 1995, as television was taking root in the country, he volunteered for the chance to play pioneer in Winnipeg. Within 14 years, he had landed the CBC's most coveted on-screen job as the face and voice of *The National*. But he never saw himself as more than the title in his job description: newscaster. Like others with the same tag, Robert lost focus as his pronunciation polished by bureaucrats who revered the style of the lofty BBC newscaster—all post-hip-hop tones and detachment. And his job was circumscribed by the rules of the newscaster's union, which barred him from writing or editing stories. To Earl Cameron, Robertson's predecessor at *The National*, these strictures had proved no problem. Robertson would come in at 10:59 p.m. to do his 11 o'clockers, "middle former CBC correspondent Larry Shaw, who has now joined Robertson at CTV. "We never had any input."

## THE FACE OF QUEBEC

From the turbulent October Crisis of 1970 to the nail-biting 1995 referendum to the current election campaign, microphones have failed in as many as Radio-Canada's *Le Téléjournal* with Bernard Demore. After 26 years at the *Téléjournal* desk in Montreal, the avuncular Demore is one of Canada's longest-serving new anchors and a respected figure in Quebec. He's been a role model for his colleagues. In fact, he admits to sometimes feeling a bit nervous before going on air. "I think the more experience you have, the more vulnerable you are," says Demore, "and the less people forgive mistakes." But when the introductory music to his 10 p.m. newscast fades, Demore betrays no sign of nervousness, reading in a steady, authoritative tone, he frequently describes as "a quiet, steady, steady, steady." His delivery is so calm and confident that it's incredible. Says Florian Sauvageau, head of journalism programs at Laval University, who believes Demore's longevity stems from his serious approach: "He's one of the last newscasters against this business in television journalism."

At 53, Demore shows no signs of complacency. Colleagues marvel at how assiduously Demore—once dubbed a "news pit bull"—by a colleague—prepares himself for stories. "Bernard is foremost a journalist," says Daniel Lévesque, Radio-Canada's senior communications officer in Ottawa. "And he is very, very good." He can also be demanding to work with, a point Demore readily concedes. "But I am demanding of myself as well," he says.

Unlike many anchors, Demore plays a major role in preparing the newscast, from selecting stories to writing some of the copy. Sitting in a boardroom next to the sprawling Radio-Canada newsroom, the self-appointed, congenial Demore lights up a cigar to start newscasters' and election campaign strategists' and analysts' discussion of the job. "I say to myself every day, 'What's the story?'" Demore remarks, repeating the phrase a few times. "It's not a small story. And, 'How do we tell it?' And, 'And, given Quebec's

But an insistence to cover the death of the Apollo 11 moon rocket, focusing up with CBS, Robertson shed Walter Cronkite, already a legend in the trade. It was Cronkite who had defined the institution of the postwar newscast anchor on a November afternoon in 1965, he went on camera in shirt-sleeves, voice breaking, to inform a disbelief-stricken world that President John F. Kennedy had been shot in Dallas. Until then, those who served up the nightly newscast had been announcer types—"readers," as the scrupulously impartial BBC called them. But according to Marion Kallb, the Edward R. Murrow professor of press and politics at Harvard, their refusal to lose passion and pure reportage



Demore: after 26 years, still regarded as a "newscast pit bull"

heated political climate, Demore says that "you have to weigh your words."

Demore was thrust into *Le Téléjournal*'s anchor job at 26, just two years before the October Crisis, in which the FLQ carried out two kidnappings and a murder. "I was probably too young to do the job," he says. "I'm not sure they would take such a chance today." Demore was raised in Montreal's affluent Outremont district, in a family with a journalistic tradition: his grandfather, Oswald Myrland, was the editor of both *La Presse* and the now-defunct *La Patrie*, while his father, Jules, who died in 1960, was both a radio reporter and, historically, television was initially banned in his home. At 18, Demore landed a job at a *Radio-Canada* radio, reading TV and radio news and spinning stories, he became so popular that some of his listeners formed a fan club. After a two-year stint at Radio-Canada's Ottawa bureau, Demore returned to Montreal as a reporter, later becoming anchor for *Le Téléjournal*.

Divorced with three grown children, Demore lives with public relations specialist Marie Cloutier, his partner of 13 years. As intense as he can be at work, he is very relaxed away from the job, his colleagues say. Lévesque describes him as a bon vivant who loves food and seeing friends.

*Le Téléjournal*'s ratings rose slightly last week of his rise on the privately owned TVA network—a situation that has led some to muse about Demore's future. But several observers point out that when it comes to major news events, Demore and Radio-Canada maintain the competition. His devoted viewers can take heart: Demore maintains he'll stay on as long as he is healthy and "as long as I enjoy it." Adds Lévesque: "Bernard is like Walter Cronkite in the United States. He'll stay when he decides to leave. No one will push him."

BRENDA BRANSWILL in Montreal



Joinings with O'Leary: "We all thought he was a big dog that died"

ended with the Kennedy assassination. "With Cronkite going on air and leading the nation through four days of grief," Kallb says, "that was the start of anchors becoming personalities in their own right." Watching Cronkite in action, Robertson got the message. "I understood that you had to give people a sense of real person behind the news," he says. "I saw that the news was going to move in the same direction as I had in the States."

Robertson's fight for input into *The National* became a public battle—a warzone at times that newscasters still once refused to run one of his foreign reports from Britain. There, in the midst of the fear, CTV called to offer him a co-anchor share alongside Harvey Kerk and all the editorial freedom he craved. But he accepted what was to become the longest-running co-anchor job in English Canada with an initially heavy strain. "I was a child of the CBC," he says. "I didn't want to leave mother."

Not mere mother's rations pleased Kerk and him, but he was so challenged that they barely lasted for two years. "There was," Robertson confesses, "a little bit of a civil war." His successor, Peter Seix, one of the CBC's most respected former foreign correspondents, never had to wage the same struggle to help shape *The National*. But like others, including Cronkite himself, Kerk came to distrust the power that he calls "the anchor" has over the news. "I don't see it as public trust," he says, "it's become larger than life." he says, recalling dinner at a friend's house shortly after he took the job. "I paused while I was talking and their son said, 'Hey, he has to stop and drink just like me.' I thought, 'What? What have we created here?'"

Meanwhile at CTV, where Kerk had retired in 1985, Robertson's arrival could not entirely mask his inactivity. A self-proclaimed workaholic, he was in no hurry to leave the stage. But in 1994, when the network set out to prevent its biggest catch, John Morrison, from returning to NBC with the promise of the eventual anchor slot, he knew he had received his stopwatch. Robertson went to CTV buses with a clock. He would stop down

greatly if he could complete his contract at the end of two more seasons, counting on his term to be a neat 20 years. The deal was done, and apparently accepted on all sides, including by Morrison, who was juggling Canada's on-board dates with freelance NBC assignments. There, according to those close to Robertson, he got word that Morrison was grumbling about being made to wait. "I got back to Lloyd," Cronkite's colleague, "and all he'd broken loose." In the next week of May 1995, first Pamela Wells announced she had been fired from the CBC's *Prime Time News*. Morrison emerged from a strategy meeting in CTV president John Casagrande's office and promptly made it a twofer.

Insiders point out that Casagrande was also under pressure from the owners of CTV affiliates who were beginning to lose ratings about Morrison as their standards began. Periodically, the best-placed succession has been turned into the worst. CTV appears to have no clear candidate to take over from Robertson, ready the country's oldest anchor. It's no wonder facing broadcast executives across the continent who anguish about their shrinking—and greying—audience. "It's clear a generational change is due," says Canadian born Robert MacNeil, former half of the Public Broadcasting System's *MacNeil/Lehrer Newskast*, who retired two years ago himself after 36 years as co-anchor. "They're going to do something to attract some younger viewers, not old people over 60. You can see there's a problem with age just by the kinds of things they advertise."

One measure of the current angst in executive suites is the fact that CNN Fox Channel 5's Stephen Manbrill has been named in Atlanta to replace his rapid-fire colleague for reaching youth—reaching anybody under 35. One of his subordinates, senior anchors alongside and gone Generation Xers around the globe, veteran news anchor and former CBS anchor, says, "I don't see it as a problem. It's only making television more interesting for young people," Manbrill says. He points to a fundamental sense of disconnect between the world outside the window and that they see on the screen. "Ever since we were kids, we've heard the planet was in crisis," he says. "Then, Peter Manbrill comes on the air and says, 'This happened today and this is fine. Good night.'"

But at Manbrill's house near two more milestones, the most anxious threat to the kind of Robertson was symbolically 30 feet from his anchor desk, shrouded in plastic and beginning to take shape the set for CTV News 5, the private network's all-news channel, which CTV hopes will rival Newsweek and CNN as a place for news advertising dollars this fall. Robertson leads a visitor to peer through the plastic, where workers are preparing to hammer together another anchor desk. He has heard the predictions that, in the 500-channel universe, both the traditional network and their front-end news desks are in jeopardy. But he argues that the optimism is premature. "Despite all these channels in the future, the research shows that people will still pick seven favorites," he argues. "So I think they'll need us around for a while." MacNeil says the trend set, in fact, be all the greater—for strictly commercial reasons. "It stinks when the audience is broad, even more so if the audience is the misanthropic universe," he says. "People may want the comfort and safety of someone they know in all that uncertainty." Peter Seix agrees. "You still need someone to be it all together and deliver it. We're paperboys—but paperboys with wires." □

## Will a 500-channel world enhance or destroy their role?



The legendary Seix, who anchors *Newsweek*, says he'll stay on as long as he is healthy and "as long as I enjoy it."

Does a second-banana bias keep women from top anchor jobs?

# The Female Question

BY MARCI McDONALD

The fact is, if anything, more sharply crystallized—testimony to the years that have passed since she slugged through the world's heliports, conquering barbarians: beyond the scope of any vote-over or script. Her serious makeup, by her own admission, is all but fadeable, and her oversized glasses duly every token of conventional image-makers' wisdom. But esthetics were not the reason Ann Medias, 54, was pegged to play TV ringmaster to the nation's political leaders in Ottawa's Government Conference Centre last week. As moderator of the chief English-language election debate of the party leaders, Medias brought to that man that feisty circa two decades of journalistic credibility and the inflexible cool of a correspondent who once dangled inside the White House. When she uttered runaway rhetoric with a shout "Mr. Chrétien, we'd like to get one more question in—please," even the Prime Minister butted his lip.

To a casual viewer, Medias might have appeared only as the ubiquitous figure of no-frills suit and high-heeled moccasins. But to a generation of TV newsmen for whom she has served as a role model, she is a more ambivalent symbol. Chosen to anchor CBC's Saturday newscast in 1987, she became a cautionary example of a woman who was invited into the august circle of those deemed worthy of delivering the network's news only to find herself thrown out—a public humiliation. "I was the one," she remembers now, "who got dumped."

Medias was not the first woman to be ousted from that elite and exclusively male club. Barbara Walters earned that distinction in 1978 after two test years of teaming up with Harry Ransom on ABC's *World News Tonight*. Nor would Medias be the last. Two years ago, just months before CBS generously booted Connie Chung off her 10 p.m. per sear next to Dan Rather, the CBC fired Peter Mansbridge's co-anchor, Pamela Wallin, from its weekend *Prime Time News*, providing a public upgrade. On both sides of the border, the casualties have been accumulating among those who dare challenge the glass ceiling that seems to put the single most prestigious on-air job off-limits to women.

Walters went on to host 20/20 and her own interview show, becoming a small-screen institution long after most viewers had for-



Switch-dazzling she snafu with her AM Novel coverage from Winnipeg



gotten Ransom's name. Wallin candidly cobbled together her own production company and launched a nightly talkshow that showed the hard-tilt in-depth interviewing she does best. Earning with a shrewdness that far outstripped that of her previous incarnation, she forced herself insistently transformed into the biggest draw on the Newsworld cable network. "I'm quite happy to do what I'm doing now instead of reading introductions to them," she says. "I just happen to think it's more interesting work."

The CBC's Medias: one of the new class of women with the requisite on-screen credentials

Became was also sweet for Medias, who enrolled in film school and later became chair of the Academy of Canadian Cinema and Television, which runs the industry's Gemini Awards. Four years ago, she received an invitation to host the 1988 election debate from her former CBC boss, David Bishop—the man who had a fiery heretofore control spout anchoring the Saturday edition of *The National* but then left other barons to inform her that her voice was too strong, her relationship with country too weak, and that her gig was up. "I said to David, 'he'll say voice a bit stronger to moderate the election debate,'" she recalls, borrowing the precise terms of her indictment. "Are you sure my delivery will be all right?"

The fate of each of the female anchors may be unique, but the collective message they convey is the same: women might cover wars or moderate political debates, even pinch-hit on the weekend anchor desk, but serving as a nightly summation of reality on the network's flagship show is clearly men's work. CTV Ottawa bureau chief Craig Oliver recalls arriving at CBC Radio in the 1970s only to be handed an official assignment manual that declared female voices unfit to read the news. *The Journal*'s retired Barbara Frum, who regularly dived off against global newshawkers, was confined to a separate show at the back half of the network news hour, after Rosewood Nash's rightly edited *The National*.

According to Wallin, that second-banana bias still persists in some executive suites. "It was a trauma in television for many years that people would want to give the men the news because their voices were firm and they were figures of authority," she says. "But what some

TV programmers haven't figured out is that the demographics have changed. You have a huge, huge chunk of women who are important consumers, and they're looking to see themselves reflected on air."

At first glance, that female presence hardly seems lacking. Once, producers might have claimed they could not find women with on-screen credentials. But today there are so many that, when the CBC began casting about for someone to replace Wallin on the newly rebroadcast *National* newscast two years ago, TV critics took to hoarding the odds of the women contenders vying with the eventual winner, veteran 60th-anniversary host Helen Genter. In the CBC's regional newscasts, promising female talents are so numerous that one of them, Wei Chen, the nightly co-anchor on Toronto's CHLZ, despaired at what she calls "the legions." Says Chen: "When you're doing local news, the brassing is always to get your story on the national newscast. But the CBC would bring in their national people to do your story, and use your tapes." In 1993, Chen fled to CTV's Canada AM and is reportedly the leading candidate for the morning anchor slot on that network's all-news channel, due to debut this fall. "Now, women are everywhere," coanchors Wendy Mesley, whose chances to succeed Wallin may have suffered from the fact she has happened to be Mansbridge's co-anchor. "When you look at the possible candidates for Peter's job, there are at least as many women as that lot as men. We're on the fence, waiting for a bill."

Mesley insists that she got what she wanted out of a job at times meant an on-screen audition for Genter's job. Her own show, *Undercurrents* (which, despite having been announced as a national CBC budget cut on the radio, may be the exception to the rule), was a two-hour show that was their own Newsworld slot. Alison Smith, most often cited as Mansbridge's heaviest apparent, launched *The Line*, her prime-time half-hour exploring the day's top stories. And former Canada AM host Nancy Wilson landed the afternoon chat, co-anchoring *Public* with Dan Newman on Newsworld.

Nine had branched from the soil of Canadiana scenario depicted in last year's film *Un Chien Allemand*. Michelle Pfeiffer for stumbling onto the big story while her dashing presidential opponent, played by Robert Redford, yelled the right questions into her earpiece. Smith started in 1977 as a copy clerk on the local Toronto newscast after journalism school, began weekend reporting career. "I always knew you had to work your way up," she says. "It took more than 10 years before she got the call to anchor Saturday night in 1979 in the last minutes for *Newsweek* on the *National*. She was on the way paid to a dinner party with her husband, Toronto corporate lawyer Jim Morrow, and insisted on keeping the date, calmly ribbing her apartment across before dashing to the studio. "I was five until I sat in the chair and heard the anchor," she says. "Then, the heart palpitations started. It was off at a sudden realization what chair you're sitting in. For me, it's never been a question of filling Peter's or Nancy's shoes; it's about the job."

Unlike other candidates, Smith, 48, is not only about her hopes of one day starting the network's full-time anchor honors. For her, the post serves as a telling metaphor. "At a certain point I think it's important to have the face of the flagship program in female face," she argues. "It says a lot about the network—and about its openness. And, to young women journalists coming up, it says, 'This is a chair for you, too.'"

Wallin's career began in 1974 as one-half of the news team at CTV in the northern British Columbia outpost of Terrace. A local election had just been called, and her first assignment was to interview their mayor, Robert Staefield. "On those small stations, there were no gender distinctions," she says. "You were a woman but, so you put you to work." But when she turned up at Ottawa's CHLZ a year later, executives nudged her behind the camera for a



# A fight for France



Chirac in Cannes with actress Isabelle Adjani, smiling above it all

The anticipation ends as the theme from the movie *Christopher Columbus* suddenly wails, signaling that Jean-Marie Le Pen is at last propelled onto the (infelicit) by a fat of bodyguards. At 13,000 National Front supporters in the Bordeaux convention centre rise to rose approval, their leader hails his band down with "aw shucks" hostility, then slumps, surrendering to their affection, and gives them the famous Le Pen arm-thrust-to-the-shoulder pump. The French self-elect a new parliament beginning on Sunday, May 25, and Le Pen obviously lives for the rough and tumble of conspiracy, which is the traditional role of other party leaders. However, he is just politics, part strategy come, with a repertoire that includes mocking imperfections of his enemies. His message, however, has remained unchanged for two decades: the National Front will rid France of immigrants, homosexuals, abortionists and the "rotten" political establishment—in no particular order.

This is not mere posturing of things in a poorer German beer cellar. The modern convention hall in the sunny southwestern city of Bordeaux is filled with men and women, whether dressed, most of them middle-aged or older but some young couples with children, too. "We need to be afraid of what our friends would think of us if they knew we supported Le Pen," says car salesman Patrick Durand, 32, standing at the back of the hall. That France's problems get worse. And now, each of us has Le Pen speaking to us about our own problems. It takes Le Pen over an hour and a half to cover those troubles: political corruption, pedophilia ("the result of rampant homosexuality"), the evils of a federal Europe ("like more Europe, the more unemployment"), and the peaks of global trading rates that, among other things, are now forcing the French to accept imports of hormone-treated beef from America. "Do we really want our women to have gonorrhea?" Le Pen asks, and the crowd laughs and screams "No."

What his France in 1997 has far deeper crises, of course. But Le Pen has a touch for pulling problems and solutions in simplistic language. He gets a hearing in a country where unemployment is



## Jacques Chirac gambles his reforms on a tight race

stuck at almost 13 per cent and people talk about the national "crisis" the way Canadians complain about the weather. Furthermore, government plans to slash spending in order to meet European Union criteria for the coming single currency have provoked street protests and violent strikes, calling into question the ability of any government to reform France's economic system. President Jacques Chirac called this election 30 months earlier than required, hoping to jump-start the reform process. He wanted to give the coalition of right-wing parties, which already controlled the National Assembly, the breathing space of almost five years to turn to settle their spores the president himself does not face an election until 2002. A "new class" was voted Chirac and he was seeking.

Instead, he got trouble. Support for the right wing parties sank as soon as the campaign began. For a few days, polls even showed that the left-wing coalition, led by the Socialist party but including their independent and quarrelsome Communist partners, might squeak back into power. Chirac stifled the searing political back and forth

latched himself from Alain Juppé, his deeply unpopular prime minister who now seems unlikely to keep his job—whatever the election outcome. Chirac floated above the campaign wreckage, choosing to be seen hanging out with the *Armies* film festival crowd on the beach at Cannes, then in a blingy architect discussing matters of state with China's leaders.

Last week's polls show the night recovering slightly. They are now expected to hold on to power by a slim margin, largely because the nearly 15 per cent of voters backing the National Front should come to the conservatives' aid in the second round runoff of voting on June 1 as their own candidates are eliminated in the first round.



Chirac meets a homeless man in Rouen; Le Pen (right) has supporters say aside the election



on May 35. There was never much excitement for the left anyway. The scandals and economic strains of the François Mitterrand era still loomed for the Socialists, and are rebounded almost wildly with the president's remarks about the left's broadly political life. His talk at board-level came from his attorney, who says Mitterrand secretly considered her for five years about state business.

Nor do the Socialists seem to have much in the way of realistic solutions to France's ills. After Tony Blair's stunning victory in Britain this month, Socialist leader Lionel Jospin used to disparage behind the Labour Party leader's corner. In an essay called "Tony Blair and Jacques won't break French Socialism," the Labour, a long-time left-wing party. In fact, Blair's own Labour Party has challenged the unions with more severe and less than the French right has ever entered. And as Jospin's poll numbers rise, his program came under scrutiny. "Credible" asked the newspaper *Le Point* over a picture of the grey Socialist leader. After examining each policy as a plan to create jobs by shortening the work week to 35 hours from 39—without any cut in pay—most economists thought the answer was hardly that the chief claim shows how difficult it will be for any government to sustain the political economy needed to proceed with unpopular economic reforms. The essential truth lies in French politics remains ideological. On one side are those who believe in maintaining the state's influential role in the economy, which has given the French generous pension and welfare systems as well as huge state-owned companies. On the other are the so-called liberals like Juppé who want to cut public spending, privatize the state's biggest money lenders, and loosen rigid employment rules to encourage businesses to create new jobs. But these plans have provoked fury in a country where many people regard such American-style economic ideology as alien and unwelcome. "Our social security is part of our culture, and French people are not ready to give that up," says Marlene Morlaix, 34, an economics student at the same Bordeaux secondary school where Juppé studied briefly in the early 1980s. "And we will defend our interests in the economy."

The streets are where much of French politics is played out these days. Intense in the election is low but it always easy to count up enough bodies for a demonstration. Because Juppé is also the mayor of Bordeaux, the city was a good deal of the unrest: doctored farmers dumping berries on the lawn hall steps, doctors parading the city centre over plans to limit their billings. France has become a place where the reformers are in office, and those resistant to the standards of special interests—say in the streets.

The French do seem to have one common worry: what they see as France's falling place in the world. Washington's central area of its diplomatic muscle in Zaire, which the French consider to be part of their sphere of influence, has been watched by the political class with horror. There are continuing worries that French cultural industries, from film to food, are stagnating. "French film isn't like to be in the '90s," says a cultural icon, Jean-Pierre L  aud, who has left France to make films like *Boyz n the Hood* in Hollywood. They follow a basic formula: husband sleeps with Jeanne because Bernadette couldn't have it sleeping with Christophe, and in the end they all go off to a restaurant. How many times can you see in that kind of film?

And even Europe, once regarded as a possible counterweight to American dominance, is now regarded with more suspicion than loyalty. "The European single market is said as a paradise, where everyone would be rich and happy and nobody would be unemployed," says Marlene Morlaix, 34, a student in Paris, France's largest advertising agency. "Now, Europe is the mother of all the pain, of all our difficulties."

For hate Europe with the passion of Le Pen. Sauttering across the stage in Bordeaux last week, he got more worked up about France becoming subordinated in a federal Europe than he did about all the North African immigrants filling French cities. It was a declaration that was to blame for the American Civil War. He told his most audience, which "I'm not like for the terrible wars and millions of deaths in the world would be unemployed." In a world where the world's most powerful will just become old wars, and experience shows us that these are the most awful of all. "Remember," Le Pen said, almost out of breath now as applause rose in the hall, "it is only us who know who we are." But the French remain many different people politically. And there is no sign of consensus as the way ahead.



## Farewell to a dictator

As Mobutu slips away, the nation enters a new era

**I**n the end, he stole quietly away, not quite like a thief in the night but certainly without the noisy flourish that once trumpeted all the movements of Mobutu Sese Seko. Beset by failing health and last approaching rebels, Zaire's 36-year-old president fled Kinshasa last week, secretly abandoning the capital of the country he has ruled for most of the last 31 years. No wailing sirens nor television reports, not even the usual long black Cadillac, signified his progress along the banks of the Congo River shortly after morning dawned last Friday. He travelled anonymously, behind the smoked-glass windows of a Japanese-manufactured sport utility vehicle, from his elegant Kinshasa mansion to



Mobutu before his exit, leaving a desolate land to a rebel leader who remains an enigma

the city's airport. There, he boarded a private jet, bound first for an isolated jungle palace, then apparently abroad. And when news of his departure finally reached the streets of Kinshasa, there was widespread rejoicing. "We're very, very happy," beamed a youthful Basie Bomboku as he celebrated with a cheering crowd of exuberant young men. "It means a new beginning for Zaire."

Of that, there is no doubt. But precisely what kind of future awaits the 44 million inhabitants of Africa's third-largest country re-

mains an open question. When Mobutu finally bowed to the inevitable last week, he left behind a desolate land—its material riches exploited by the president and his cronies, its spirit corrupted by three decades of unrestrained kleptocracy. Rebel leader Laurent Kabila, who declared himself president on Saturday, inherits a shambles: a country with few roads and fewer sidewalks, virtually no health care, a crumbling school system, a central bank without cash, civil servants who have not been paid for weeks, garbage that has not been collected for months. "Even without a war," noted one Western diplomat, "this is a place that just bumps along on its bottom."

At least in the short term, Kabila holds the key to Zaire's future. In just seven months, the partly commander of the once obscure Alliance of Democratic Forces for the Liberation of Congo-Zaire has led his ragtag army across as much territory as there is in Western Europe. But late last week, even as his troops marched into Kisumu after ousting Mobutu, his attitude in negotiations regarding the country remained largely unknown. There have been some hints. Kabila has, for instance, vowed to restore Zaire's old name, Congo. He has certainly shown no reluctance so far in cutting lucrative deals with foreign mining companies—including Vancouver-based Teck Mining Corp.—intent on exploiting the mineral wealth in Katanga province in southern Zaire. More importantly, he has begun to surround himself with a core of key advisers who will likely assume major cabinet roles in his new government.

Surprisingly, many of those now making up Kabila's inner circle are young Zairians unfamiliar, forced into exile by Mobutu. Kabila's foreign affairs chief, for example, is a South African-trained medical doctor, Basile Kambale. The rebel's justice counterpart is Maurice Kiangolo, a criminologist from Philadelphia. Mwana Nwawue, and recently an economics professor at the University of Kentucky, is now in charge of economics and finance

If details are beginning to emerge about the people around Kabila, however, the rebel leader himself remains something of an enigma, an enigmatic revolutionary who fought as a young Marxist beside Che Guevara before disappearing for the next two decades into the jungled mountains of eastern Zaire. Although it was abundantly evident that Kabila had won the all-important backing of the United States in his struggle to overthrow the incumbent who was once a major U.S. client, it is also clear that Kabila still worries the Americans. "We are at a time of testing for Mr. Kabila," acknowledged U.S. state department spokesman Nicholas Burns last week. "He does not have a track record as a proven leader. He has held a variety of political and ideological positions throughout his long career in opposition."

Washington, along with Canada and almost all other U.S. allies in the West, had sought some commitments from Kabila. In the short run, these were minimal efforts, led by South African President Nelson Mandela, who quickly bid Kabila the first status of a struggle. Although Mobutu's three loyalist generals told the Zairian strongman last week that they could not defend him, questions remained about the reaction of the notoriously ill-disciplined soldiers in Zaire's regular army. These troops include 2,000 loyal and well-trained members of the army's Special Presidential Division. "We are at this stage waiting with all the nerves so that we can avoid bloodshed," said U.S. Secretary of State Madeline Albright as she attempted to stay on top of the rapidly unfolding events in the Central African State. "We believe that [his] [Mobutu's] departure now opens the way for a peaceful resolution of the military conflict." In the end, the rebel's march into Kinshasa met no resistance from Mobutu's men.

In the longer term, Kabila is also being pressured to pursue a course that would eventually lead to democratic elections in Zaire. As Mobutu was still in the act of fleeing the capital, U.S. President Bill Clinton quickly pledged to "do what we can to support Africa in taking one of the largest and most important transitions in Africa and promoting a democratic transition. That is what I think is important."

Even if Kabila were so inclined, staging elections in Zaire would be no easy task. Merely conducting a census would be a logistical nightmare. Despite the problems, some form of democratic rule would probably be welcomed in the country. "We've lived under one dictator; we don't want another one," said one anonymous resident of Kinshasa, a 23-year-old father of two who did not want to reveal his name as he is now walking around the capital city's streets, working out for marching soldiers. Few others in Zaire would likely disagree.

BARRY CAHILL with JENNIFER GLASSER  
in Kinshasa

# Hold the Presses!

for Maclean's  
Election '97 Coverage

In the tradition of providing our readers with the latest news, Maclean's will hold the presses to print a comprehensive analysis of the federal election.

Instead of publishing our June 9 issue on Monday, June 2, Maclean's will hold the presses and come out on newsstands on Wednesday, June 4, two days after the vote.

Please note that we are working to ensure that this issue will be delivered to all readers as quickly as possible.



## Maclean's

WHAT MATTERS TO CANADIANS

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# 20th-century vampires

## AIDS has given rise to a controversial industry

BY JOHN SCHOFIELD

**V**ictor Landown is accustomed to being called a vampire. It is an occupational hazard for those who make a living when other people die. As president of Life Source and Associates Corp., an eight-year-old firm that operates from the second floor of a downtown Montreal office building, Landown buys life insurance policies from terminally ill people—primarily those with AIDS—for between 50 and 85 per cent of their face value. The actual amount is based on the client's life expectancy: the less time they have to live, the more money they receive. And when they die, their insurance benefits go to Landown and the group of investors who put up money to buy the policies. Some might consider it a macabre line of work, but the insulated Toronto-based prefers to emphasize the humanitarian side. "It's a business, but I look at it as a way of helping people, too," says Landown, 60. "I can sleep at night."

Not everyone is so untainted, however, about the ethics of so-called vidual settlements. (The term comes from the Latin word *vulcanus*, which means money provided for a long journey.) Even leaders in the AIDS community are torn by the issue. "On the one hand, vidual companies are like 20th-century vampires," says Russell Armstrong, executive director of the Canadian AIDS Society in Ottawa. "But on the other hand, they fill a need."

And the demand is growing. In the United States, where financial planners pore over vidual settlements in the late 1980s, the "death industry" in housing, drugs and large payouts by the AIDS crisis. Sales are expected to reach \$1.4 billion by the year 2000. In Canada, where most people live in social provinces providing the sale of insurance policies to third parties. But in Nova Scotia, New Brunswick, Quebec and Saskatchewan, investors will spend up to \$50 million this year to buy life insurance policies from dying Canadians, estimates John Lord, a financial consultant who studied the industry for Ontario's Ministry of Health. Meanwhile, Ontario firms such as Universal Settlements International Inc. are defining that province's securities commission by helping investors buy life insurance policies belonging to terminally ill Americans. "We even have a minister investing right now," says company president Derek O'Brien, a former financial planner and insurance salesman.

Offices and his competitors are pushing hard to open up the potentially rich Ontario market, home to 90 per cent of all AIDS cases in Canada. They scored a major breakthrough last year when Jarrid's report to the health industry and a government committee set

Advertisements aimed at terminally ill AIDS patients, some activists say the "vital funds" industry fills a need

up to then provincial regulations both recommended the legislation of vidual settlements, provided rules are in place to protect the terminally ill. Ontario's Progressive Conservative government has yet to act on the recommendations. "There's a lot of people who are reduced to almost poverty because of an inability to cope with their medical bills," says Frank Sheehan, the Tory MPP who chaired the committee. "If you've got an insurance policy, why should you not be able to collect on it?"

For budget-savvy politicians, the vidual industry offers tangible benefits. Sheehan's report notes that it could generate "substantial savings by avoiding public assistance for patients unable to work." The prospect of reduced welfare and Medicaid costs persuaded U.S. Republicans last August to support a new health care law that makes most vidual settlements taxable.

With an estimated 40 million Americans not covered by health insurance, the United States is fertile ground for the vidual business. Canada's system of government health insurance makes it a relatively less attractive market. But the fact that some AIDS patients in this country are selling their life insurance policies is proof, in some eyes, of how much the health-care system has deteriorated. "There are some big holes in the system," says Armstrong.

Besides calling for increased government assistance, AIDS advocates feel that insurance companies should be doing more to meet the financial needs of terminally ill policyholders. Many insurance

companies will loan dying clients up to 50 per cent of the value of their insurance policy at competitive interest rates—a service known as living benefits. But the loans are usually capped at \$50,000 and are only made available to clients with a year or less to live. Critics say there is no incentive for the industry to loosen its purse strings because it currently makes money from lapsed policies. Terminally ill people, faced with the financial burden of poor health, are among the first to stop paying their life insurance premiums, creating a windfall for insurance companies.

Those who actually suffer from AIDS, cancer and other terminal illnesses say they should at least have the option of negotiating vidual settlements. "It certainly did help me," says Michael Lator, a former communications specialist with the Canadian Aids Fund. Lator, 41, first suspected he had AIDS when he noticed rashes on his hands in his 30s. "I'm not going to say I'm rich, but I don't have the financial stress I did have." Last summer, Life Source and Associates paid the Lator family a total of 50 per cent of the value of his policy. Lator, who prefers not to disclose the specific amount, says he has no regrets. He struggled to make payments on a \$36,000 in debts. Lator added two bonus for a contribution loan, but was turned down because of his illness. His insurance company, he says, was willing to discuss living benefits, but he could not find an insurer willing to estimate his life expectancy.

In return for the money from Life Source, Lator had to promise to pay his premiums for the next five years and to provide updates on his condition every two years. Besides using the money to pay off his debts, he bought his mother a car, helped his mother pay house a home and set aside money for his son's education. "I didn't

wanters have even placed policies to ensure about their condition. Such abuses have prompted calls for regulation, and so far 20 states have acted. The Ontario Securities Commission, meanwhile, issued a notice last August declaring that vidual settlements may be subject to a form of securities regulation and therefore subject to disclosure requirements that are designed to protect investors. The provision, however, has not yet been enforced. "We're saying this in the law—you disagree with it at your own risk," says John O'Brien, an OSC lawyer. "If you're selling without a prospectus, you're subject to fines and imprisonment." So far, the industry appears to have had no impact. O'Brien of the vidual settlements, for example, agrees the industry should be regulated, but fully rejects the idea that firms such as his should be subject to securities laws. He says that it would be too costly to publish prospectuses and that such regulations would delay payments to terminally ill.

For investors, viduals are not without risk. New medications are prolonging the lives of many AIDS patients—so much so that some companies have decided to get out of the business. After scientists announced several breakthroughs at last summer's Vancouver AIDS conference, one of the largest U.S. vidual firms, Quincy Partners Inc. of San Francisco, said it would no longer sell vidual settlements for people with AIDS and HIV. Other such companies are attempting to reduce their reliance on AIDS by targeting other terminal diseases.

"We've done a few cancers, one Lou Gehrig's disease and one heart disease," says Landown. "You look at cancer—it's more predictable now." Even if researchers find a cure for AIDS, people will still be dying of other diseases. And in the vidual industry, that is definitely good for business. □



Landown: If I can do some good, why not do it while I'm alive?

### THE AIDS TOLL



get the money just to be wealthy," he says. "I can do some good, why not do it now while I'm still alive?"

Ray Avenant, an AIDS patient in Vancouver, says his vidual settlement helped him feel more in control of his life. Last December, the former federal government chemist signed a deal with Landown to sell his \$25,000 policy for \$12,000. "This is sort of like the stock market, except in this business the investors are betting it'll be dead in two years," says Avenant, 43. "But now that the deal has been done, I'm serving notice that I'm going to live as long as possible." The signs are encouraging. Avenant is gaining weight and in confidence he will last longer than doctors expected.

Mark McNab, a former Toronto-area wine man with AIDS and now lives in Palm Springs, Calif., says that many people there with the disease shop their policies around to suit or more competition in search of the highest offer. "It's a competitive business down here," says the 43-year-old former real estate agent.

But the vidual trade-off is in the United States. Life also has led to a loss of patient confidence, and brokers seek to assure investors that the sales of policies are generally ill. In some cases, Jordan says, investors have even placed policies to ensure about their condition. Such abuses have prompted calls for regulation, and so far 20 states have acted. The Ontario Securities Commission, meanwhile, issued a notice last August declaring that vidual settlements may be subject to a form of securities regulation and therefore subject to disclosure requirements that are designed to protect investors. The provision, however, has not yet been enforced. "We're saying this in the law—you disagree with it at your own risk," says John O'Brien, an OSC lawyer. "If you're selling without a prospectus, you're subject to fines and imprisonment." So far, the industry appears to have had no impact. O'Brien of the vidual settlements, for example, agrees the industry should be regulated, but fully rejects the idea that firms such as his should be subject to securities laws. He says that it would be too costly to publish prospectuses and that such regulations would delay payments to terminally ill.

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## INTEL CALLED A COPYCAT

U.S. computer firms accused Intel of copying their technology to create its Pentium microprocessors. Digital Equipment Corp. and Cyrix Corp. are seeking unspecified damages and an injunction to stop the company from using the technology. Pentium chips accounted for 70 per cent of Intel's \$29 billion in revenues last year.

## POLICE NAIL NINJA

Japanese police arrested three former executives of Nomura Securities, investigators are probing allegations that the country's largest brokerage solicited securities firms by paying off gangsters who were threatening to disrupt its annual meeting.

## EATON'S CASUALTIES

Eaton's announced that three more of its money-losing outlets will close next Feb. 29. Two Ottawa-area stores and another in Montreal were added to the list of 11 to shut in February. Another seven of the company's 66 stores will close on June 30. Ten are still under review.

## JUMPING JAW PRICES

The price of coffee futures in New York City spiraled to nearly triple the \$1.40-per-pound mark posted last year. Analysts say the price will go higher within weeks if Brazil is hit with frost during the coming cold season. Some coffee shops have already boosted prices by 10 per cent.

## MISBEHAVING ABROAD?

Many of Canada's largest companies lack codes of conduct for dealing with issues such as the use of child labor in other countries, a Montreal human rights group says. Only 21 of the 43 firms that responded to the group's survey had such codes. Business groups criticized the study, saying the absence of a code does not mean a company is violating human rights.

## MUTUAL FUND MEGABUCKS

Net sales of mutual funds reached \$24.9 billion in the first four months of 1997, up 60 per cent from the same period a year ago. At the end of April, Canadian mutual funds had a record \$299.7 billion in assets. Investors do not appear to have been dazed by the sharp drop in share prices during April.

## Bre-X investors get brushed off

Douglas Walsh is a busy man these days. In fact, the disgraced president of Calgary-based Bre-X Minerals Ltd. says he is so intent on uncovering the biggest fraud in mining history that he isn't just had time to consider a plea from 360 angry shareholders for compensation. They asked Walsh in a letter to turn over his profits from sales of Bre-X stock to shareholders who lost money when the company's stock tumbled. "I am considering an offer of that sort," the Bre-X chief said in Calgary. He and his wife, Jeanette, made an estimated \$36 million last year by selling controlling shares.

Walsh, who claims he, too, is a victim of the scam, hired a forensic accounting firm on April 22 to determine why he lost by a major U.S. mining company had found no gold at Bre-X's site in Indonesia. For days after, Walsh continued to assure shareholders that the gold was there.



Walsh in Calgary, no time for shareholders

Meanwhile, the company's former chief geologist, John Fodor, who was fired by Walsh earlier this month, remained buried in his \$3-million estate in the Cayman Islands. Fodor had declared to answer questions about the fraud, beyond saying that he had no part in it. In Toronto, the Prospectors and Developers Association of Canada said it may strip the former Bre-X executive of the award it gave him in March as Canada's "Prospector of the Year."

## Magazine trade war

The federal Liberals have all but closed the book on protecting Canadian magazines, an industry group charged. Ottawa announced it will abandon some protections in an upcoming appeal of a World Trade Organization ruling that struck down most barriers to U.S. "specialty" magazines, which use U.S. editorial content but carry Canadian ads. The

government says it will only ask the WTO to reconsider its ruling against a tax provision allowing Ottawa to collect 60 per cent of import duties. "We felt we had the best chance of winning that," Heritage Minister Sheila Copps said. If cleared, she added, the Liberals will introduce new arrangements to protect magazines. But industry spokesman Michael Kraus was skeptical. "We have to wonder if they're going to stand firm at all."

## FINANCIAL OUTLOOK

Even though implementation is high and uncertain, the Bank of Canada is getting ready to raise interest rates. That message came through loud and clear in the bank's semi-annual monetary policy report last week. Bank governor Gordon Thiessen said he expects "vigorous" economic growth this year, implying that consumers and businesses no longer need the extra stimulus from interest rates at 35-year lows.

Thiessen's biggest fear is a reversal of inflation, but so far there are few signs of that. The consumer price index rose in April, largely because of lower energy and food costs.



"With the economy on wheels, short-term Canadian interest rates are headed higher in the second half of this year, which should underpin the Canadian dollar."

"If our economic forecast is correct, do not be surprised to see the Bank of Canada move by midsummer."

—Canada Trust

"Inflation has come up higher than the Bank of Canada expected so far this year, although the bank sees the core rate of inflation staying in the lower half of the one-to-three-per-cent target band over the remainder of the year due to the fall in energy prices."

—ASN Asset Bank Canada



## Peter C. Newman

## In television debates, the only rule is to win

I could hardly believe it.

For more than 4½ hours last week, the debates worthies who misguidedly use our national leaders debated the issues of the day on national TV. Yet not one thought it appropriate to express sympathy or even to mention that Canada's heartbeat was under attack. The worst flood since 1838 has devastated the Red River Valley, where Western Canada lives, but politically it doesn't play.

So much for national unity—and compassion.

In terms of the debates, Jean Charest stole the show in both French and English. Among the participants, he understood the true nature of the event, and expounded with wit and nerve. The only relevant rule at a national television debate is to win it. Charest knew that and paid scant attention to the questions he was asked by audience members, or the accusations heaped on him, such as by Preston Manning. Instead, he concentrated on getting across his two main messages:

1. I am not Brian Mulroney.
2. Here is a simple plan that will work. Charest's ability to make himself appear in command at both debates—though he repeatedly forgot to answer questions to clear official stations—was based on the simple notion that he knew precisely what he was doing, and had the chutzpah to carry it off. At times, he seemed more like a master of ceremonies than a participant, making the discussions and interrupting other participants with simple studies. That was enough to make him a star. (A man on his knees in a land of misdeeds, perhaps, but still a star.) Unlike the opinionator, he was focused and functioning as much on the brain as his feelings as his thoughts. It was a brilliant performance.

Manning, whose political future depends on whether he can outdo Charest in the next debate, provided a handy foil for Charest. He was equally scowling, but there was no human about him and very little humanity. Even at his most thoughtful, nearly everything Manning says comes out as an earnest whine. His lectures may be blameless, but his delivery is so flat and patronizing that listening to him explain his philosophy of government or defend his "Fresh Start" approach to national unity makes your soul as limp as your brain goes numb.

There is a great need for realism. That may have been the reason for his emphasis on TV. Throughout the English-language debate, he kept hectoring Jean Charest about the Prime Minister's championing of defence security issues for Quebec in a tone of such righteousness that he seemed to be inspiring the Holy Ghost as he spoke. That Reform party leader's religious rants stretch back to the Calgary congregation of the Alliance Church of Canada where he worships. It is a fundamentalist sect that believes each of

its members has entered into a personal relationship with Jesus Christ. (One of its confederates claims that some of its members would even consider suicide via videotape, in case God thought they were dancing.)

Manning will not make heavy arrows in Ontario on June 2, but he will tighten his political grip on British Columbia and Alberta. And that should be enough to make him leader of the official opposition. They ought to help manipulate Brock Meek-Orlino Douglas, who has so far proven himself the ideal candidate for manipulation. Douglas is the very opposite of Landon Beachcroft, whose objectives may be equally destructive, but whose charm is compelling while his political abilities remain awesome. Douglas is a True Believer, a Johnny-one-note with little except Quebec independence on his mind, and a genuine degree in how to lose. Friends and Alliance people. He makes his predecessor, Michael Gaultier, look good.

Alexis MacGillivray suffers from the same syndrome that has afflicted all NDP leaders since Tommy Douglas snowed out of Saskatchewan to establish the national party in 1961. The New Democratic Party has always held out the vision that Canadians must grant the mandate to pursue their dreams, and that no matter what the process may be, we are not just a party team for Newt Gingrich's Plutonium politics.

The problem is that Ms. MacGillivray, like most of her breed, believes she ought to be loved for the statistics she smokes. (Gloating over numbers is a possible end at you might have been a bridge of honor a generation ago, but these days it's not enough to build a dream on it, or to have a political party on it.) The NDP leader was a politician, but she made her points in the way a teacher does, ponderously and with not the spark or the spin that inspires voters.

Charest wanted to win the debates without particularly helping or harming his chances. There was something wrong about his pronouncedness, no sense of expansion in his social or political horizons. But he was lucky at his opponents' absence with getting their age-old scraps to the 1.3 million Canadians who were watching. That left little time to home in on the Prime Minister's brooks 1993 promises on the GST, NAFTA and some other choice items. No one asked how \$1 billion could have been raised as a result of Charest's capricious decision to cancel the Pearson airport privatization deal, or what the arrangement to purchase desperately needed replacement for the army's multipurpose helicopters was cancelled without pricing an alternative.

No wonder interest in the election campaign, which could well decide Canada's future, is running a poor second to the Stanley Cup playoffs.

While Preston Manning whined, Jean Charest knew what he wanted to do and had the chutzpah to carry it off

## Virtual billboards

The ad industry's answer to zapping has arrived

During the Cold War, it was a safe bet that every time one side developed a new weapons system, the other side's scientists would soon come up with a way to beat it. So, too, as the state of play in the wary relationship between television networks and advertisers. Television, the domain of the remote-control apparatus, has made it easier than ever for viewers to dodge commercials. A break in the action during the Stanley Cup playoffs? Time to switch over to Channel 47 for a baseball update. Sponsors, naturally, are desperate for a way to focus the couch potato's attention, where they were at. So they're like a laser beam on their ads.

Thanks to the Cold War, the ad industry's answer to zapping may have arrived. Known as the virtual billboard, it is based on the same digital mapping technology that made it possible for a cruise missile to race down a highway at night, hang a left at the first intersection, and hit its pre-programmed target. As it scans the playing field, a computerized camera inserts a computer-generated company logo or billboard into the television picture in a place that the vast general audience cannot miss—be it the football uprights, say, just as the placekicker takes aim for that game-winning field goal. "High-impact images at high-impact moments" is how the technology's boosters put it. The crowd in the stadium does not see the ad; it exists only for those watching on TV.

While having the kicker put one through the "Y" in Color might be stretching viewers' tolerance for commercial intrusions, the system's advocates see great potential for targeting the billboards that surround football fields, hockey rinks and other sports arenas. Instead of selling a hockey rink board seat to a television advertiser, a broadcaster could place a variety of digital ads in that location—including, in future, moving images and 3-D animations. Ads could also be tailored for audiences in specific countries or regions. During a world championship hockey game, for example, Canadian viewers could see a Canadian Tire sign at center ice, while fans in Sweden would see an ad for Ikea. "Yes, you can beat the channel surfer, but the real ad message is to be able to multiply your marketing abilities from each event," says Peter Spragg, a Canadian sports marketing



executive based in London

Spragg is negotiating a partnership with Proton Video Image Inc., a New Jersey-based company that has developed one of three competing systems. The others are Swedish Proton and Israeli PVS. PVS's version—Live Video Insertion System, marketed as "Ezra"—is already being used for selected events, placing ads behind the batter during some major-league baseball telecasts, for example. But its most

important application may be for broadcasting international sporting events. "Now you can take into account local issues for brands, or switch the ad over entirely in different markets," Spragg explains.

The system could also be used in some cases to get around local laws, such as Canada's new legislation on tobacco advertising. Although the technology is not sophisticated enough to point an ad on the back of a smoker's pants (one can—like surface-mount billboards, which also make test players jerseys in other sports—it would make it possible for producers at sporting events in Canada to insert digital billboards in trans-

missions to countries where tobacco advertising is legal.

In theory, virtual billboards would also have allowed Budweiser to skirt a ban on beer advertising in France, host of the 1998 soccer World Cup. The law, in place since 1987, means that Budweiser, a World Cup sponsor, will not be allowed to display its logo on stadium billboards, even though most of the tournament's two-billion

television viewers will be watching in other countries. Unfortunately for Budweiser, the European Union of Broadcasters, which represents state-owned networks, decided last week to prohibit use of the technology, wary out of concern that it would impinge on their ability to sell conventional advertising space.

That decision underscores the struggle between television networks and individual sports federations. Television outlets such as Rupert Murdoch have paid huge sums for the broadcasting rights to major sporting events, in part because of the need to fill the hours and hours of airtime that are available in the multichannel universe. But many people fear that TV money will influence how sports are run (think of hockey games trifling purple electronic cameras with Murdoch's Fox TV network). There are also concerns that television could use computer technology for so-called on-airbrush marketing—putting an American Express ad, for example, into a stadium setting for which Visa had paid two dollars.

The system's backers respond that virtual billboards will generate extra revenue for sports federations and leagues, making it easier for them to resist broadcasters' demands. For sports fans at home, however, the only certainty is a barrage of additional advertising. "Look," says Spragg, "I think it's a bit asinine to put a logo between the football uprights, and if consumers find it alien to have something blocking the sightline, then it's not doing the economy's image any good, either." Much better, he says, to put the Coke sign under the uprights. "That way," he says, "the logo goes over the sign."

BRUCE WALLACE in London



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Big Life



## Winning the old-fashioned way

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# People

Edited by  
BARBARA WICKENS

## No Doubt, they're hot

After 10 years of struggling in the alternative-pop trenches, California band No Doubt has hit the big time with their third album, *Tracy*. *Kingdom*, selling more than 11 million copies. But judging by their appearance last week on *MacMillan's Antenna & Interactive*, the band members—singer Green (Stefani), 27, drummer Adrian Young, 27, bass player Tony Kanal, 26, and guitarist Tony Dancow, 28—have not got on air. The live program, which originated from MacMillan's Toronto studios, was broadcast globally over the Internet and via satellite to HMV stores in New York City, Singapore and Sydney, where two-way video technology enabled fans to ask questions. At first, the alternating songs-and-chat format seemed to fluster the band. But by the time a Swedish fan e-mailed Stefani about whether it was true that she had odorless sweat, she had a ready reply: "I don't smell great right now."



Stefani  
wonders  
if Mac  
Dancow  
is a fan

## Plenty of luck and lots of gas

The long, dry spell was mercifully over, but weather dry spell was oddly welcome. On May 11, Toronto driver Paul Tracy won his second consecutive IndyCar race after a drought when leader Bobby Rahal ran out of gas with just two laps remaining at the 100.400. (Another Canadian, Greg Moore, 22, of Maple Ridge, B.C., took the inferred second



Tracy: out racing an empty

place.) The victory, the 12th in 28-year-old Tracy's career, moved him to the top of the PPG CART World Series standings. But before that was, and one on April 27 in Phoenix, Pa., Tracy's Marlboro Team Penske had been in a rut, losing straight 20 races. So Tracy was thrilled with the outcome in Indy. "I've never really had a race like this where it was just handed to me."

## Handy to have Red Green along in outer space

It may be jaw-dropping, but these days *The Red Green Show* is riding high—really high. When British-born astrophysicist Michael Foady, 40, blasted off last week aboard the space shuttle *Atlantis* for a four-month tour of duty on the Russian space station Mir, among the few items he took with him were 13 hours of *Red Green* videotapes. "Lord only knows what the Russians will think of it," says Steve Seiditz,

who plays Green, the plaid-clad leader of Passmen Lodge who dispenses heady yarns, many of them involving chat tape. The full-hour sitcom is broadcast on *Cia West Global* in Canada, as well as in Australia and New Zealand and on PBS in the United States—which includes KCHT in Houston. "It's weird to have a lot of astronauts as fans," says Seiditz. "If that doesn't make sense of them, I don't know what will."



The broadcaster: a CBC paragon

## Gzowski takes it personally

Not that there was ever much doubt, but Morning-side host Peter Gzowski has demonstrated once again that he is Canadian to the core. Gzowski, 52, was in New York City last week, where he was presented with a rare personal Peabody Award. Named for New York banker and philanthropist George Foster Peabody, the prestigious awards have been given for excellence in broadcasting since 1940. The CBC has won several Peabodys, but Gzowski is the first Canadian to win a personal award for work done in Canada. After event host and ABC news-woman Diane Sawyer saluted him for his "lively debate and commentary crackling across Canada for 15 years," Gzowski cracked back that winning the Peabody was "as exciting as my East Coast Music Award."

While the reference to his lifetime achievement award at the event in Frederickton last February may have puzzled many of those on hand, including fellow Peabody recipients Nath Greening, creator of the animated *Singapore* TV show, and Chris Carter, creative/executive producer of *The X-Files*, there was no mistaking Gzowski's passion for CBC Radio and public broadcasting. "This award," said Gzowski, who hosts his final *Morningside* program on May 30 in Moose Jaw, Sask., "belongs to my friends and colleagues, and the people I have followed at the CBC."

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## Hire education?

A new study released last week by the CBC and the Canadian Youth Foundation paints a troubling employment picture for thousands of Canadians between 15 and 24 years of age. Since 1995, more than 500,000 jobs have disappeared for this age group. According to the report, education alone can no longer guarantee success; the unemployment rate for those with a high-school diploma sits at 14 per cent, and drops to only one per cent for university graduates. The fear is that rising tuition fees, coupled with poor job prospects, may actually discourage young people from attending university. "We have a potential catch 22 situation," says CTF executive director Lucie Robic-Konrad. "Young people are carrying a larger burden of the costs of education, but they have the impression the returns are diminishing."

The report challenges the private sector to hire young people, offer internships and apprenticeship programs, provide scholarships, and get involved in community youth employment projects. "Young people are outsiders in a world of insiders trying to protect their own interests," says Robic-Konrad. "We need to take some measures because the situation is unacceptable."

## OUTWARD BOUND

For many Canadian students, the chance of landing a summer job seems as likely as winning the lottery. It was, therefore, a strange way when the recent drought in southern Manitoba turned an employment opportunity. Earlier this month, Manitoa Resources Development Canada announced that \$1.25 million will be used to create roughly 500 summer jobs to clean up after the flood. Several community organizations, including the Winnipeg Boys and Girls Clubs Floodbusters program, have been contacted to do the hiring and organize cleaning crews. Says Floodbusters worker Jim Warrick: "We're literally being flooded by people looking for work."

While 500 students are cleaning up sandbags, one yet-to-be-named student will be rewarded for decidedly different skills. Simon Fraser University in Burnaby, B.C., is offering a new \$14,000 golf scholarship—the largest of its kind in Canada, funded by Golfport International Ltd. Simon Fraser is the only Canadian university that competes in American intercollegiate golf competitions. The recipient will be a member of the Canadian Junior Golf Program and have excellent grades. Says John Buchanan, the university's golf coach: "This will exponentially assist young golfers to compete against elite Americans while gaining their academic qualifications in Canada."

## York students pay the price

The strike at Toronto's York University is over, but for many the battle has just begun. Last week, full-time professors and librarians voted 75 per cent in favour of an agreement to end the bitter strike that left students in academic limbo for eight weeks—the longest faculty strike ever in an English-language Canadian university. But union members also voted 80 per cent in favour of a non-cooperation motion in the administration.

For students caught in the middle, the year has ended on a sour note. Many must now return to York and hand in essays, take speaking classes and write exams. Those who have completed 60 per cent of their course work can skip final exams, but there is widespread confusion. "This is a real crisis," says student president Dawn Pilon. "Students are now expected to write exams for which they don't even have a schedule. What do they tell their summer employers? How do they know whether they are getting the marks they deserve? There's still a very big 'but' about what's going to happen now."



Conners: "I urge you to never go along with the system."

## Generational challenge

Conscience is often an emotional experience, but the violence was turned up a notch on Mother's Day when Janet Conners took the podium at Acadia University in Wolfville, N.S. Conners and her husband, Randy, successfully fought for government compensation for those who, as a result of tainted blood, contracted AIDS, following his death from AIDS in 1994. She announced that she had the disease in 1994. On occasion, her history degree in civil law for her work as an AIDS activist and educator, Conners, 41, spoke of learning to rollerblade, to sky dive, and to hope again after her husband's death. Above all, she spoke openly of her belief that AIDS exists because of homophobia. Conners challenged: "You are the generation that must end this AIDS epidemic. I urge you to never 'go along' with the system always question. Remember there are those in our communities that for various reasons do not have a voice. You must be that voice for those who cannot speak for themselves."

In a separate ceremony for science students, Nobel laureate Michael Smith received his 20th honorary doctorate degree in 1994. "What advice can I give to a graduating class? Find a career doing something that you love. If your work matters to you—beyond bringing home a paycheck—it will take you through difficult times. Second, be prepared to change. You are going to live long lives. Being prepared to be versatile is essential." Words from the wise.





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## Dangerous rays

Despite warnings in recent years about cancer risks associated with exposure to the sun, a survey shows that about half of all Canadians had at least one sunburn last summer. The survey conducted by Statistics Canada showed that about 50 per cent of Canadians spent one or more hours in the summer sun and that nearly half did not bother to use protective measures. More than 60,000 Canadians are expected to be diagnosed this year with melanoma, a potentially fatal skin cancer. "We are very concerned about the high incidence of sunburn," said Dr. Jason Barrett, a dermatologist who worked on the survey. "Many studies show a link between a higher rate of sunburn and a susceptibility to skin cancer." Experts believe that skin cancer rates are rising because damage to the Earth's protective ozone layer by man-made chemicals is allowing more ultraviolet rays to reach the Earth's surface. The survey, titled as the first anywhere to look at an entire nation's sun safety habits, was based on telephone



Sunbathers: skin cancer rates are rising

interviews with more than 4,000 Canadians over the age of 15. Meanwhile, skin cancer experts in New York City said that melanoma risk could be predicted by the number and type of moles on people's skins. Males with black patches and hairy bodies are indicative of a higher risk.

## Depression-prone

Researchers at Montreal's McGill University may have discovered why women are more prone to depression than men. Using scanning equipment to measure brain activity in eight men and seven women, the scientists led by neuroscientist Merle Disler found that the male brains had a 62 per cent advantage in the production of serotonin. Serotonin is a neurotransmitter that flashes messages through the brain, and low levels of the chemical are known to be associated with depression. The findings, published in the American journal *Proceedings of the National Academy of Sciences*, prompted speculation in scientific circles that lower serotonin levels in women might explain differences between men and women in other psychiatric areas, including eating disorders.

## Cell phone risk?

A study by Australian researchers suggests that radio signals similar to those given off by cellular telephones may cause cancer in mice. In an 18-month study published in the journal *Radiation Research*, scientists in Adelaide found that mice exposed to the signals developed cancer at twice the rate of unexposed animals. The study was carried out using mice that were genetically engineered to make them highly susceptible to lymphomas, a cancer of the lymphatic system—and it was not known whether ordinary mice would be affected in the same way. There have been suggestions in the past that cellular phones may cause brain tumors in humans.

## Global obesity

According to health experts, an epidemic of obesity is sweeping the world. And Canada—with more than one-third of its citizens overweight or obese—ranks, along with the United States, Britain and Germany, among the fattest nations in recognition of that, Quebec City's Laval University has established Canada's first chair in obesity. The new position, funded by Laval, Ottawa's Medical Research Council and the Knausgroup, Ont.-based drug company Roche Canada, will be held by Claude Bouchard, an exercise physiologist. Bouchard is a leading name in the study of the causes of obesity and its related health consequences. Roche Canada is seeking federal approval for Kinocal, a drug that limits the body's ability to absorb fat.



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Why did our MPs sit back while the government was driving away dedicated professionals who chose the public service so they could work for the public good?

Why did our MPs allow so much energy and enthusiasm in Canada's public service to drain away?

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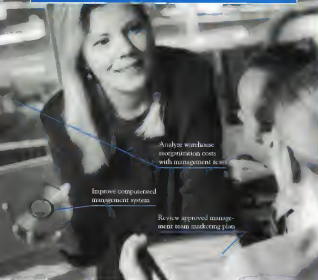
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## Blocking blindness

A Canadian-developed drug may provide an effective treatment—and even a cure—for an eye disease that is the leading cause of blindness in people over 50. Company officials said that clinical trials of the drug verteporfin showed that it effectively blocked leakage from abnormal blood vessels of the retina—a condition known as age-related macular degeneration. There are an estimated 20,000 new cases in Canada each year. Originally developed by University of British Columbia scientists and licensed to GALT Phototherapeutics Inc. of Vancouver, verteporfin is being jointly developed by GALT and CIBA Vision of Asanta, a subsidiary of the Swiss-based drug giant Novartis. Researchers involved in first- and second-stage clinical trials of the drug held a medical meeting in Fort Lauderdale, Fla., that verteporfin partially or completely blocked blood vessel leakage in all the patients tested, preventing loss of vision at the optimum dose. GALT officials noted that verteporfin is effective only at the back of the vitreous, and cannot be used for people who have already lost their vision. The drug is administered in a two-stage process known as photodynamic therapy: the drug is injected into the patient's bloodstream and then activated by a laser beam directed at the retina of the eye. GALT has also developed light-activated drugs for several types of cancer.

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# Macleans ELECTION HANDBOOK

How and  
When  
to Vote

The Candidates  
and Their  
Ridings



# Combat Zones

Most contests for a Commons seat are many-sided battles

In the following pages, the candidates for the June 2 election are listed by party, from Newfoundland to British Columbia and the territories. Newfoundland has increased the number of ridings to 300 from 295 in the 1983 election and altered many of the boundaries. Ontario gained four of the six additional seats, for a total of 101, and British Columbia's total of two seats to 34. Elections Canada has transposed the 1993 results from the old boundaries to the new ones, producing the percentage votes and the margin of victory. **★ Winning ridings, where the 1990 winning margin was 80 per cent or less, are highlighted in yellow.** The information was assembled by Contributing Editor Warren Cuspa and his colleagues at the Internet directory, Yahoo! Canada, Online Editor Mitchell Brown and Webmaster Edward Veit. The Guidebook is available on the Marlink Web site ([www.marlink.com/marlinknet](http://www.marlink.com/marlinknet)) and at Yahoo! Canada ([www.yahoo.ca](http://www.yahoo.ca)). Marlink's principal staff: General Editor Carl Marlink, Associate Art Director Gerald Salento, Director of New Media Mike Guisard.

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**17 seats; 1993: 17**

**Renewed Unity Coalition**

**(Lib. 13,817)**

**2003 RESULTS:**

Lib. 175, NDP 35, PC 213, Other 17

**PROFILES:**

Lib. 54,503; B. 90,643; F. 6,133;

Im. 4,851; B. 823,545; F. 35,374

**CANDIDATES:**

Im. J. Chisholm (Rendell)

Lib. Fred J. McNair (New March)

PC: Sandy Davis

**Burnsville, St. John's (23,546)**

**2003 RESULTS:**

Lib. 123, NDP 25, PC 35

**PROFILES:**

Lib. 35,542; B. 80,611; F. 6,085;

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Lib. 54,503; B. 90,643; F. 6,133;

Im. 4,851; B. 823,545; F. 35,374

**CANDIDATES:**

Im. J. Chisholm (Rendell)

Lib. Fred J. McNair (New March)

PC: Sandy Davis

**Burnsville, St. John's (23,546)**

**2003 RESULTS:**

Lib. 123, NDP 25, PC 35

**PROFILES:**

Lib. 35,542; B. 80,611; F. 6,085;

Im. 0,735; B. 533,007; F. 30,435

**CANDIDATES:**

Lib. Roger Simons

NDP: David A. Sullivan (PC 88)

Matthew

## NEWFOUNDLAND

**17 seats; 1993: 17**

**Renewed Unity Coalition**

**(Lib. 13,817)**

**2003 RESULTS:**

Lib. 175, NDP 35, PC 213, Other 17

**PROFILES:**

Lib. 54,503; B. 90,643; F.











# MAKE HER WORLD A SAFER PLACE WITH TOTAL FAMILY SECURITY™

With  
CanGuard's  
Total Family  
Security™, your family  
will always  
feel safe  
and secure.

Total Family Security means we will  
provide you with protection against

burglaries, fires,  
carbon monoxide,  
frozen pipes,  
flooding and medical emergencies. Our  
state-of-the-art, customized security  
service monitors your home 24 hours a  
day, with immediate dispatching of  
appropriate authorities.

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starts as low  
as \$19.95\* a  
month and  
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fee is  
guaranteed

regardless of the size of your home.  
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Companies, CanGuard™ is committed  
to offering you the most advanced,  
affordable home security service  
available. Give us a call, or visit a  
participating Radio Shack store,  
and allow us to make your  
world a  
safer place.

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A ROGERS Company

[www.rogers.com/canguard/](http://www.rogers.com/canguard/)

PG: Tony Mattina

Ref: Nancy Brannan

**Pickering/Westbridge (Lk: \$5,600)**

**3,000 RESALE:**  
Lk: 470, NRP: 29, PC: 208, Ref: 304

**PROFILE:**

Pl: 131,614, B: 80,226, P: 1,294,  
Im: 23,051, I: 907,777, M: 0.26

**CANDIDATES:** Lk: Tim McKeown

**NRP:** Douglas W. Gray

**PC:** Lauren Lavelle Ref: Ron Smith

**Price: Edward/Wedding (Lk: 27,000)**

**3,000 RESALE:**

Lk: 575, NRP: 35, PC: 185, Ref: 134

**PROFILE:**

Pl: 98,740, B: 83,306, P: 1,526,  
Im: 6,258, I: 140,221, M: 0.68

**CANDIDATES:** Lk: 126,100, Ref: 100

**NRP:** Bob Denny PC: Dennis Timmer

Ref: Lloyd Lewis

**Bedford/Spring/Pondosa (Lk: 18,000)**

**3,000 RESALE:** Lk: 525, NRP: 26,  
PC: 145, Ref: 125, Ref: 215

**PROFILE:**

Pl: 95,050, B: 88,800, P: 1,406,  
Im: 5,415, I: 145,300, M: 0.35

**CANDIDATES:** Lk: Jay Gorman

**PC:** Jay Gorman

**Lk:** Joe Doudner Ref: Barbara Clark

**PC:** Bob Denny Ref: Ed Smith

**South/Lexington (Lk: 11,000)**

**3,000 RESALE:** Lk: 425, NRP: 25,  
PC: 225, Ref: 215

**PROFILE:**

Pl: 101,135, B: 80,135, P: 2,065,  
Im: 14,425, I: 158,554, M: 0.35

**CANDIDATES:** Lk: Phil G. Holey

**PC:** Paul Van Dusen

**Ref:** John Smith Ref: Roger Galloway

**NRP:** Phil Galloway

**NRP:** Sharon Galloway

**PC:** Dick Culp Ref: Don Christie

**South/Bk. Hills (Lk: 13,000)**

**3,000 RESALE:**

Lk: 525, NRP: 225, PC: 85, Ref: 125

**PROFILE:**

Pl: 93,675, B: 82,350, P: 1,135,  
Im: 22,440, I: 145,800, M: 13.55

**CANDIDATES:** Lk: Cameron Proctor

**NRP:** Philip Denny

**NRP:** Colleen Hiler PC: Doug Leman

Ref: David Reier

**Southwest/Westwood (Lk: \$5,770)**

**3,000 RESALE:**

Lk: 425, NRP: 29, PC: 215, Ref: 134

**PROFILE:**

Pl: 126,748, B: 80,226, P: 1,294,  
Im: 23,051, I: 907,777, M: 0.26

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**PC:** Lauren Lavelle Ref: Ron Smith



# No Other Minivan Gives You All These Firsts.

1984. The world's first Front Wheel Drive minivan rolls off the Chrysler assembly line in Windsor, Ontario.



1987. The first minivan to offer an extended wheelbase and V6 engine.



1990. The world's first luxury minivan, the Chrysler Town & Country.



1991. The first minivan to offer the choice of Front Wheel Drive and All Wheel Drive.



1991. The first minivan to introduce a driver's side air bag as standard equipment.



1992. The first minivan to introduce the integrated child safety seat.



1996. The first minivan to offer the convenience of Easy Out Roller Seats.<sup>SM</sup>



1996. The first minivan to make dual sliding doors available on its entire lineup.



1996. The first minivan with Front Seat Dual Zone Temperature Control.



1996. The first and only minivan to receive Motor Trend's "Car of the Year" award.

# No Other Minivan Gives You All These Seconds.

Of course, we're talking about the convenience of a second sliding door. And no other minivan offers second sliding doors on both long and short wheelbase. (Most don't offer them at all.) That's why Chrysler minivans are still the Number One Choice for Canadian families. Precisely for what you'll find behind the doors: thirteen years of safety, innovation and leadership.



1997 Dodge Grand Caravan / 1997 Plymouth Grand Voyager - Long Wheelbase, Dual Sliding Doors.



1997 Dodge Caravan / 1997 Plymouth Voyager - Short Wheelbase, Dual Sliding Doors.







**CANDIDATES:** Cécile Villain (Rampson)  
**GP:** Julie Laroche (Lib) Chok-Bach  
**NBP:** Chuck Brown (MLP) Josh Givens  
**PC:** Marjory Laroche (MLP) Gary Laroche  
**Stance:** (Lib 4.15%)

**2005 RESULTS:** Lib 24%, NBP 25%,  
 PC 7%, Ref 20%, Other 21%

**PROFILE:**  
 P: 38,387, R: 22,870, W: 1,287,  
 M: 13, 78, A: 555,064, Q: 14.9%

**CANDIDATES:**  
**CHP:** Rick Fournier  
**Lib:** Frank Wilton (NBP) Bruce Scott  
**PC:** Kurt Gosselin (Ref) Mike Scott  
**Stance:** (South Saskatchewan) (Ref 3.50%)

**2005 RESULTS:** Lib 36%, NBP 48,  
 PC 17%, Ref 47%, Other 5%

**PROFILE:**  
 P: 335,912, R: 67,646, W: 1,276,  
 M: 19, 79, A: 567,886, Q: 7.3%

**CANDIDATES:**  
**Ch:** Mark Forster  
**CHP:** Marisa Dele Housh  
**GP:** Bruce Embry (Lib) NBP: Hurd  
**NBP:** John A. Gosselin  
**NLP:** Kathy McConnell  
**PC:** Lawrence Mary Bennett  
**Ref:** Al Monden  
**Stance:** (Saskatchewan) (Ref 5.20%)

**2005 RESULTS:** Lib 20%, NBP 20%,  
 PC 54%, Ref 47%, Other 1%

**PROFILE:**  
 P: 377,968, R: 74,976, W: 1,805,  
 M: 28, 72, A: 552,312, Q: 9.0%

**CANDIDATES:**  
**Ch:** Phil McCormick  
**CHP:** Bill Sobeck (GP) Liberal Post  
**Ref:** Gordon Wilson (Ref) Mike Wark  
**Lib:** Alexander Chen (NBP)  
**NBP:** Chantal Gill (NBP) Neil Linder  
**PC:** Jackson Allan (NBP)  
**Ref:** Raymond Gosselin  
**Stance:** (Saskatchewan) (Ref 5.94%)

**2005 RESULTS:** Lib 25%, NBP 20%,  
 PC 12%, Ref 36%, Other 9%

**PROFILE:**  
 P: 125,482, R: 74,626, W: 1,176,  
 M: 25, 74, A: 544,632, Q: 13.4%

**CANDIDATES:** Ch: Yusef Mousavi  
**CHP:** Allen Gray  
**GP:** Suzanne Sheppard  
**Ref:** Douglas Wright  
**Lib:** Gordon J. Campbell  
**ML:** Mervin Chastine  
**NBP:** Judy Wilton  
**NLP:** Andrew Gosselin  
**PC:** David Shah (Ref) Chuck Gosselin  
**Stance:** (Saskatchewan) (Ref 4.04%)

**2005 RESULTS:** NBP 35%, NBP 35%,  
 PC 24%, Ref 17%, Other 11%

**PROFILE:**  
 P: 118,137, R: 77,146, W: 1,276,  
 M: 27, 72, A: 536,362, Q: 12.7%

**CANDIDATES:** Ch: Corine Fager  
**GP:** Paul Alexander (Ref) Eric Rossberg  
**Ref:** John Clarke (MLP) Joseph Roberts  
**Lib:** Andy Fry (MLP) Joseph Theriault  
**NBP:** Bill Stacey (MLP) John Gosselin  
**PC:** Victoria Mervin  
**Ref:** Richard Fournier  
**Stance:** (Saskatchewan) (Ref 4.50%)

**2005 RESULTS:** Lib 36%, NBP 21%,  
 PC 21%, Ref 27%, Other 1%



Recovery: polling stations in all regions stay open 12 hours

**PD 3%, Ref 12%, Other 13%**

**PROFILE:**  
 P: 133,586, R: 49,296, W: 1,626,  
 M: 42, 57, A: 537,737, Q: 15.2%

**CANDIDATES:**  
**CHP:** Denis Kiefer  
**GP:** Stuart Pether (Ref) Kimball Côté  
**Ref:** Ryan Bick (NBP) Stephen Bick  
**Lib:** Anna Tardif (MLP) Charles Alphonse  
**NBP:** Léo Dumas (NBP) Wayne Melvin  
**PC:** Jerry Côté (Ref) Keith Mitchell  
**Stance:** (Saskatchewan) (Ref 5.46%)

**2005 RESULTS:** Lib 27%, NBP 15%,  
 PC 33%, Ref 43%, Other 11%

**PROFILE:**  
 P: 131,115, R: 90,225, W: 1,849,  
 M: 12, 87, A: 549,488, Q: 11.7%

**CANDIDATES:** Ch: John Laroche  
**CHP:** Gilbert Laroche  
**GP:** David Laroche  
**Ref:** David Laroche  
**Lib:** David Laroche  
**ML:** David Laroche  
**NBP:** David Laroche  
**NLP:** David Laroche  
**PC:** David Laroche  
**Ref:** David Laroche  
**Stance:** (Saskatchewan) (Ref 5.46%)

**2005 RESULTS:** Lib 42%, NBP 25%,  
 PC 12%, Ref 36%, Other 1%

**PROFILE:**  
 P: 137,154, R: 42,426, W: 1,276,  
 M: 42, 57, A: 537,737, Q: 15.2%

**CANDIDATES:**  
**CHP:** Jimmie Louie Schmidt  
**Ref:** David Laroche (Ref) Jimmie Schmidt  
**Lib:** Roger Laroche (MLP) Stephen Laroche  
**NBP:** David Laroche (Ref) Jimmie Schmidt  
**PC:** David Laroche (Ref) Jimmie Schmidt  
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**Stance:** (Saskatchewan) (Ref 5.46%)

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**2005 RESULTS:** Lib 42%, NBP 25%,  
 PC 12%, Ref 36%, Other 1%

**PD 3%, Ref 12%, Other 13%**

**PROFILE:**  
 P: 130,581, R: 42,426, W: 1,276,  
 M: 42, 57, A: 537,737, Q: 15.2%

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**GP:** David Laroche  
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**NBP:** David Laroche  
**NLP:** David Laroche  
**PC:** David Laroche  
**Ref:** David Laroche  
**Stance:** (Saskatchewan) (Ref 5.46%)

**2005 RESULTS:** Lib 42%, NBP 25%,  
 PC 12%, Ref 36%, Other 1%

**PROFILE:**  
 P: 130,581, R: 42,426, W: 1,276,  
 M: 42, 57, A: 537,737, Q: 15.2%

**CANDIDATES:**  
**CHP:** David Laroche  
**Ref:** David Laroche  
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Ten years ago, Rick Hansen wheeled around the world. Just last week, he ended a two-month journey across Canada marking the tenth anniversary of his Man in Motion World Tour, presented by Royal Bank Financial Group. This was Hansen's opportunity to thank Canadians for their overwhelming support during the last ten years and to launch a second decade of accelerated programs to enhance the lives of people with disabilities. What was true ten years ago, is true today – the end really is just the beginning.

Riding profile information is from Statistics Canada and the 1991 census, broken down according to the boundaries of the nine, non-independent ridings. Riding population is estimated by Statistics Canada for July 1, 1995, which does not take into account data from the 1995 census. Language information refers to mother tongue and the percentage of those speaking that language in the overall riding population. Statistics Canada defines the term as the first language learned at home in childhood. Immigrants are defined by place of birth. The unemployment rate is for both sexes and of those 15 years and older.

## Dreams Can Come True

Caroline Bubas' face brightens when she's asked about Rick Hansen. A 1985 promotional photo of the Man in Motion World Tour hangs on her bedroom wall. But it's not just the wheelchair athlete's name which Bubas admires. Rather, it's the opportunity and hope which the Man in Motion World Tour provides for her even today.

"He means the world to me," said 28-year-old Bubas, "because he's gone all the way around the world and there's a great amount of goodness in his heart for what he's giving to people for research."

Caroline Bubas, born with spina bifida, would be the first person to volunteer, she said, if the day arrives when scientists need to try out a new procedure. Bubas dreams about being able to walk. Living with her parents in Vancouver, she depends on wheelchair-accessible transit to get to her volunteer position across town. Bubas said that ten years ago her future looked dim, but all of a sudden Rick Hansen began his 40,000 kilometre wheel around the globe.

"I thought," said Bubas, "that if he can do that, I can attend school!" She upgraded her skills at college.

Now, to commemorate the tenth anniversary of the Man in Motion World Tour, Rick Hansen is completing a whirlwind of visits to 16 Canadian cities to tell Canadians about the effects of their emotional and financial support. Last week, he celebrated the end of the tour with homecoming celebrations in Vancouver.



"When I look back ten years to the world tour, I always try to remind myself of our original goals and objectives," said Hansen during one of her regular workouts at a Vancouver fitness centre.

"We wanted to raise awareness about the potential of people with disabilities and to get people thinking about the barriers - both physical and social - that make life a challenge when you have a disability. And we wanted to raise money, plain and simple, so more research into spinal cord injury could take place and new initiatives in prevention and rehabilitation could go forward."

The tenth anniversary is a chance for Hansen to go back across Canada, this time by airplane, and say thank you to Canadians for their support and generosity. "The money came from rich and poor and everyone, from kids and business people, from places like St. John's, Newfoundland and Victoria, B.C., from people who asked to help me," said Hansen. "The tenth anniversary is our opportunity to let everyone know just how that money was used."

Ten years goes by quickly, and Hansen is ready to deliver his report card to the country.

### Royal Bank Presents Rick Hansen Man in Motion Tenth Anniversary Tour

- To remind people of the original mission message of the Man in Motion World Tour
- To say thank you to the Canadians who supported the tour, and to volunteers, sponsors and partners who helped to make it such a success
- To remind public, private and government sectors that despite some successes, there is still a long way to go



- To showcase the local, provincial and national legacies that have been created over the past decade, including legacies that resulted from Man in Motion grants
- To leave new legacies like the Neuroscience Initiative and the Rick Hansen Institute, and to talk about what the future holds

driven.

by unwavering

determination.

And incredibly powerful arms.

He is Rick Hansen.

And he's the Man in Motion. Again.

Ford is proud to be a partner in the Rick Hansen Man in Motion Tenth Anniversary Celebration.



*The Motor Company of Canada Limited*



## Realizing The Dream

The Man in Motion Tour arrived in Newfoundland on August 24, 1986, to begin the last phase of the 40,000km journey. Rick Hansen and his team had travelled 28,252km; the distance remaining was 11,490km. Less than \$100,000 had been generated by the tour. That was soon to change ...

In a show of support nearly soon up to that point, Newfoundlanders dug deep into their pockets, and their generosity totalled \$494,806. The giving had just begun.

The four Atlantic provinces sent the Man in Motion tour into Quebec with new donations of over \$1.2 million. By January 4,

1987, Rick had reached the Manitoba border. During that winter, Detroit and Quebec added over \$2.5 million more in donations. And it was no different in the provinces - \$1.2 million from Manitoba,

\$386,000 in Saskatchewan and \$2.6 million from Alberta with additional matching funds from the Alberta government.

When Rick arrived in Kelowna, B.C., he had wheeled 24,988 miles - the circumference of the earth. British Columbians amazed by his achievements, came up with over \$7 million - the B.C. government added \$5.7 million more in matching funds. Rick Hansen had touched something in Canadians and they responded with pure generosity. By the tour's end, over \$24 million had been collected.

The legacy of the money raised can be measured by the programs, initiatives and research efforts that have been taking place in Canada over the last decade. Eric Boyd, Managing Director of the Canadian Paraplegic Association, National Office, sums it all up this way: "Everywhere I look, I see the

tangible evidence of the impact of Rick's tour on the lives of Canadians with spinal cord injuries. He gave new energy to the vision of finding a cure for one of the most insidious injuries known to man," said

Boyd. "In partnership with the Neuroscience Network, the Man in Motion Foundation is taking some of the world's finest regeneration research right here in Canada."

The tour's legacy can also be measured by the awareness in the public's mind of the challenges faced by people living with disabilities. Accessibility issues are high on the awareness list. In the 1980s, the public defined accessibility as getting in and out of buildings and being able to go to the washrooms. In the 1990s, accessibility means being able to fully participate

### Man in Motion Legacies

- \$50 million seeded the Man in Motion Legacy in 1987
- \$20.8 million has been granted to spinal cord injury research, rehabilitation & wheelchair sports
- \$20.9 million in new income has been generated for disability related causes



### Man in Motion World Tour - 10 Years of Legacies; 1987 - 1997

Grants to the Field	\$ In Millions	Other Endowments & Partnerships	\$ In Millions
Spinal Cord Research, basic rehab and applied	58	Man in Motion Trust of UBC to support programs, projects, disability, life skills	5.0
Spinal Cord Rehabilitation of people with spinal cord injury	2.7	National Fellow Programme R. Hansen, UBC and Federal Government	6.0
National Access and Awareness and educational programs	1.0	Disability Resource Endowment UBC post secondary/tertiary	0.3
Wheelchair Sport development and inclusion initiative	4.0	The Alberta Paraplegic Foundation AB Man in Motion Trust	2.9
The Alberta Paraplegic Foundation	1.5	<b>Total other endowments &amp; partnerships</b>	<b>20.9 M</b>
Man in Motion Alberta science awards		<b>Man in Motion Legacy still intact:</b>	<b>20.9 M</b>
Man in Motion Chair in spinal cord research and UBC endowments	4.0	<b>Total Impact:</b>	<b>61.7 M</b>
<b>Total Grants to the Field</b>	<b>20.8 M</b>		

## ROYAL BANK PRESENTS THE RICK HANSEN MAN IN MOTION TENTH ANNIVERSARY TOUR

Over the past ten years, Royal Bank has been associated with Rick Hansen in a number of initiatives like National Access Awareness Week, B.C. Life Skills Program and the Rick Hansen Institute. It has been a challenging and wrenching experience which has only driven us to do more.

## Thanks Rick! For sharing the dream.

This year, Royal Bank Financial Group presented The Rick Hansen Man in Motion Tenth Anniversary Tour with major events in 16 cities across Canada endorsing Rick's goal of establishing Neurotrauma Initiatives in each province.

We'd like to thank the Canadians who supported the Tour, and the many volunteers and Royal Bank employees who gave of their own time to make

it a success.



ROYAL BANK  
FINANCIAL GROUP





## small business tips



**Chantal Levesque**  
President  
Shain Inc.  
Laval, Que.

*As a youngster who lived in awe with her mother, Chantal Levesque made her first fashion suit at age five. "Miss America" was leotard across the front. If she were to wear one now, it would have to say "Me, World!"*

*Chantal is the force behind Shain Inc., the women's underwear maker whose designs are headline fashion in the world's most sought-after women. New York's Bloomingdale's, Saks Fifth Avenue and Neiman-Marcus and Au Printemps in Paris, not to mention the pages of Elle, Glamour and Vogue. Chantal's enticing creations grace even the pages of the revered Sports Illustrated swimsuit issue.*

*Shain took shape during Chantal's maternity leave from her bank job in 1985. It's one of the reasons she feels she was successful. "I was doing it for pleasure. I was under absolutely no pressure to make compromises on creativity." With her skyrocketing success in the US and an exclusive contract in Au Printemps, she's now laying plans for Shain to become "the Chanel of underwear."*

*Backing out success and success everywhere are pleased Chantal left that business posture a decade ago. So is Chantal. A self-taught entrepreneur and designer, she came into the office excited each morning, she says, "because I've been making garments all night long in my head." For her, it's a labor of love.*

## Chantal's tips

**1** Let go of your need for security. If you feel it's right, go with it — don't keep looking for perfect conditions. "The best way to start is to be naive and passionate," says Chantal. "Just go. Not without thinking, but without worrying all the time." Young entrepreneurs often over-analyze their ideas and then hold back because they don't have as much money as they'd like. Chantal's advice: Listen to your heart.

**2** Be persistent. Chantal landed on doors a long time before anyone answered. It took three years to get Saks Fifth Avenue's first order for \$35,000. "No compromises," she says. "I always wanted the company to be positioned in the best areas. That was the kind of exposure I needed."

**3** Surround yourself with good people. It's more said than done. Chantal suggests choosing people who are enthusiastic about their ideas. Then, be generous in the way you run the company. Share information and talk about the decisions in front of you. "You can't just share problems," says Chantal. "You have to share positive things as well. Especially, be generous with your time, patience and understanding. If you're generous with people, they will give back to you."

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in a house as it is scrubbed down. Now, Egoyan arrives with yet another movie that treats the car crash as a kind of cleansing ritual of passage, a baptism with brushes.

The parallel, the director insists, are coincidental—"It's just one of those bizarre things." In fact, there is nothing terribly shocking or controversial about Egoyan's new movie. After *Zona*, which revolves around the decisions of a wealthy club, *The Sweet Hereafter* makes a bold departure. Based on the 1981 novel by American author Russell Banks, Egoyan's seventh feature is his first that he has not written from scratch. Like *Speaking Parts* (1989), *The Admirer* (1990) and *Zona*, it is about loss and bereavement. But the story is simpler; the characters more direct and the resonance closer to the surface. The drama centers on a big-city lawyer who provides a moral conscience by suing authorities after a school bus crash kills 14 children. Transplanting the novel's setting from New England to the B.C. interior, Egoyan takes his chosen into Canada's natural landscape for the first time, and focuses on a small-town world of intensely normal people.

"I had a lot of trepidation about doing this film after *Zona*," he says, "because *Zona* had such a seductive setting. But while working on last year's play, I was hugely influenced by *Zona*, the winter. Steven and I sat just by the burning simplicity of it. It was so liberating to see that a film in this drab location with these very real, drab people could be interesting. This is the first time I've dealt with ordinary people, as opposed to individuals in costume or by their private dreams."

In adapting the novel, which is narrated by a quartet of voices, Egoyan put the focus on Mitchell Stevens, the lawyer who exploits the school bus crash with a perverse sense of mission. The director had originally cast Donald Sutherland in the role. But there was something swirling over the actor's face, which the producers feared would put too much strain on the \$5-million budget. No contrast was ever signed. And 30 days before cameras were set to roll last winter, Sutherland dropped out, claiming exhaustion.

In his place, Egoyan cast British stage actor Ian Holm, an almost opposite personality type. Sutherland is loud and flamboyant, a larger-than-life presence; Holm is short, quiet and understated. "They can both be quite amazing," says Egoyan. "But with him, it's the menace of being discreet and yet full of anger and frustration. With Donald, it's the sense of being sexually seductive and yet quite grotesque and evil."

Holm's intricate performance, paired

with fear and rage, leaves ample room for the rest of the film's ensemble of Canadian actors. They include Egoyan regulars Gabrielle Rose as Dolores, the driver of the school bus, and Bruce Greenwood, who displays a dominating power as Billy, a millworker devastated by the loss of his children. Polley fills the key role of Nicole, a young girl left half-paralyzed after the crash, whose testimony is crucial to the lawyer's case. And Tim McCann portrays her father, Sam.

## The Sweet Hereafter breaks with this country's tradition of shocking Cannes



Holm, Polley: the emotional heart of *The Sweet Hereafter*

with his incoherent relationship with his daughter adds another tragic complication. *The Sweet Hereafter* unfolds with an aching intensity. But the director does not make it easy for the viewer. His narrative shifts back and forth through a mosaic of five frames. The tragedy is ambushed by coffins. And the shattered landscape of father-daughter incest—wrecked in more conventional drama in the novel—is disorienting. "Incest has become almost a cliché in books and movies," says Egoyan. "I wanted to show the other kind of incest, a seemingly consensual situation, which can be even more disturbing. Without getting specific, I've seen that situation, with people I know."

Adding an inspired touch to the mix, Egoyan has interspersed the story with quotations from *The First Wives Club*. It lends the film an air of folk, which is enhanced by the industrial-themed score by Canadian Michael Deneve, who also scored Joe Ley's Cannes entry, *The In Shores*. Polley, whose character is a singer, wrote lyrics for the film and—with impressive talent—

sings several numbers on the sound track. The descending intensity of a film like *The Sweet Hereafter* is not at all rare for a tired, impatient media corps nearing the end of a Cannes marathon. Even then, after a scheduled press screening, the film drew largely positive reviews. *Le Monde* wrote it, "unrivaled night after night as a work of art." *New York Daily News* said, "It's Egoyan's most bold and natural work. It's the more emotional and vivid than his past films. But I was held by off the metaphors. He's always pushing the intentionality of every scene."

And Harlan Jacobson of USA Today said, "It's really terrific. I think that everything that has been at this works in there, only more so. It's even more mature than his previous works, which are probably the works of someone who has been around a bit longer."

At work's end, it was a sport's game who would take home the Palme d'Or. On the weekend, the *Monterey* jury was whisked off to a country club. "It's protected by guard dogs and bugging devices," said Canadian author Michael Ondaatje, who showed up at the annual Canadian cocktail party on the beach. "We won't even have phones. They then take us by helicopter directly to the awards ceremony. I don't know if it's the O.J. jury." Gladys, of course, was forced to talk about the film. He did mention, however, that among the jurors, an eye infection had been going around.

It is midnight. At a hillside villa, with the twinkling shoreline at the bottom, *Rosset* star Molly Parker, a 26-year-old actor from Vancouver, writes a poem by the

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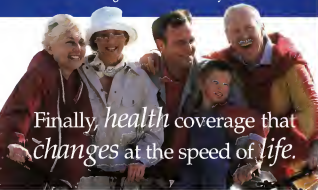


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**Not, Frisbie:** a stroll take on the golf between European refinement and American vulgarity

young Quebec director, aged 27 to 32, who shot the film. *Crimes* started out as a collection of short films, but ended up as a scrupulously spool of stories, threaded through the ironic odyssey of a Greek cabdriver in Montreal. Richly photographed in black and white, it is witty, elegant, casually lyrical—and somehow reminiscent of a less polished, more playful era of cinematic art.

Frappier, 51, is a Cannes veteran. He has looked in the Croisette spotlight as producer of *Deepa Mehta's* *Devotion of the American Empire* (1992) and *Anna of Montserrat* (1994). And his career goes back to the early '70s, when he sold everything, moved to California and landed his first film job—driving Robert Altman's Mercedes from L.A. to the set of *Nashville*. Last week in Cannes, Frappier took his troupe of Cannes directors to a party on Altman's yacht. They met Lauren Bacall "and a lot of really old Hollywood people," recalled Marnie Brande, one of the six directors. Frappier laughed. He looked like a proud godfather, offering to give a new generation a chance to shoot for the stars. □

## FILMS

swimming pool and fields questions for French television. With two cameras and a boom microphone, it looks like a movie set. And Parker, who waddles the pool in her pale turquoise gown, a soft cocoon with a maroon collar, looks every inch a star. But there are a few details that suggest the movie in question is not entirely conventional—the funeral bouquets and the unfathomable man-doll that lies, unskinned, at the bottom of the pool.

Parker herself seems to be floating on air. "This is my first time in Europe ever," she says. "I'm having a really great, great time. I had interpreted that it would be no income and that I would be no compensated by film-business types that I wouldn't like it. It's really enjoying myself."

How could she not? The other day, for once the rousing crowd of Cannes, she and director Soglowicz landed up the coast at the ultra-exclusive Hôtel du Cap. "Hugh Grant and Elizabeth Hurley were at the next table," Parker recalls. "And Kevin Spacey was there." Soglowicz's husband, filmmaker John Piro, claims he spotted Al Pacino by the buffet. "But it was probably just a wish," she says, "one of those beach beauties they all look like Al Pacino here."

Although it is more poetic than profane, the taboo-breaking *Crimes* endures Canada's fringe as a window on kinky film makers. "It has been compared to *Crash*," says Parker. "All the time, people ask me, 'What is Canada doing making these films every year?' and 'What does this say about Canadians?' They're difficult questions. It's one thing to ask them within Canada, because we're so obsessed with just what it is we're saying in our films and our literature and everything. It's another thing to try to answer these questions in an international forum. And I still have no answer to them."

In the lobby of the Carlton hotel, Roger Frappier, the Montreal-based producer of *Crimes*, is waiting. The official competition awards are still three days away. But in his hand he clutches a red-ribbed scroll, the prize that he has just received from the Director's Fairplay. With Frappier are the six

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## FILMS

# L.A. on the Riviera

Stars and cinema vie for attention at Cannes

On the Croisette, the curving beachfront promenade that serves as the main street for the Cannes International Film Festival, almost anything goes. But French dignity can endure only so many Hollywood insults. It was one thing to have a giant "Beverly Hills Cop" poster framing the entrance of the venerable Carlton Hotel. But last week, when a 15-m inflatable likeness of Howard Stern's pink porno suddenly reared up over the Riviera strip, guardians of public order suddenly snapped into action. Two speedboats full of French police armed with machine-guns descended on the inflated Stern and issued an ultimatum—take it down or they would shoot it down.

Cannes is a site of surreal extremes—a cinema that venerates celebrity for its own sake, and an altar that raises the art of cinema to celestial heights. For the 50th anniversary of the 12-day film festival, which ended on May 18, both extremes were out in force. One moment, Swedish director Ingmar Bergman accepted a special award for his latest—a bold "Fanny of Palms." She read a statement from the director, who apologized for his absence. "After playing with images of life and death your other year," he said, "life has caught up to me. And now I feel shy, and fragile."

Stallone and Stern didn't seem to have that problem. On the 50th anniversary of Cannes, a festival that has served as a world stage for cinema's great masters, from Bergman to Scorsese, there were grounds for nostalgia. This year's slate of 21 films in official competition made it all too obvious that international cinema has seen better days. There were plenty of stars on hand to satisfy the fans—including Robert De Niro, Robin Williams, Johnny Depp, Kim Basinger, Geena Davis, Ralph Fiennes, John Travolta and Hugh Grant. But this year's competition lineup was unexceptional. Many of the best films played a safe, toying style over passion. And the highlight there is that did emerge were often bleak—most notably the despair for lost children expressed in Alan Egoyan's *The Sweet Here-*

after, Michael Winterbottom's *Wise Men* Saragone and Ang Lee's *The Ice Storm*. Lee's film was one of the competition's most popular, and palatable, entries. The Taiwanese director is proving to be one of the screen's most versatile contemporaries. With *Sense and Sensibility* (1995), he made serious sense of Jane Austen's England. Now, with *The Ice Storm*, starring Sigourney Weaver and Kevin Kline, he portrays America at a special crossroads. Based on the recent novel by Rick Moody, it is a mildly satirical family drama set in a Connecticut suburb around 1973, the era of Watergate and waterbeds. Parents indulge in soulless wine-sipping while their confused children grope their way through puberty. Lost directors with elegant misadventure, drawing affecting performances from the children. But his *Moodless*, Updike-like portrait of fabulous couples seems



Basinger, De Niro, surreal extremes

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Maclean's

JULY 1 ISSUE

# 100 Canadians to Watch

Nominate the notable individuals who are Canada's potential leaders of tomorrow: rebels and dreamers, heirs and activists, artists and engineers, athletes and actors.

Maclean's readers are invited to submit nominations with testimonials of 50 words or less.

**Submissions should be sent to:**

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Maclean's Magazine  
777 Bay Street  
Toronto, Ontario  
M5W 1A7

or fax your nomination at  
(416) 596-7730

or e-mail us at 100canadians@macleans.ca

100 Canadians to Watch will appear in  
the July 1 issue, on newsstands June 23.

Maclean's

WHAT MATTERS TO CANADIANS



Lee, Weaver (centre), *Glenn*: a despite for last children mounted a few of the more persistent films

## FILMS

about as authentic as a Bre-X ore sample.

Wim Wenders, another foreign-born filmmaker working in America, weighed in with *The End of Violence*, the German director's first English-language film since *Paris, Texas* (1984). Set in septo-tonal-midwest Los Angeles, it is a cynical tritagonist about state surveillance, cult-group nihilism and Hollywood decadence. Playing a movie producer who becomes the target of a botched murder, Bill Pullman picks up where he left off in David Lynch's *Lost Highway*—as a wrong person. Usually, *The End of Violence* is intransigent. Wenders can shoot blue sky in a way that makes you wonder why it is blue. But the film aspires to a weary postmodernism. Its only honest emotion is the director's own self-pitying angst, voiced by a disclaimer in the story who asks, "Why make films in America? Why don't I stay in Europe?"

*L.A. Confidential* offers another conspiracy tale set in Los Angeles, but does not waste any time on each player. After a week of on-screening here in the official competition, Hollywood thriller director Curtis Hanson (*The River Wild*) incorporated the central set of Cassette with a blast of unsolicited entertainment. Based on the hard-boiled detective novel by James Ellroy, *L.A. Confidential* spins a tangle, fits our tale of crime and police corruption in 50s Los Angeles. Kevin Spacey teams up with Australians Russell Crowe and Guy Pearce to portray a trio of American cops—respectively, the smooth, the tough and the virtuous. Danny De Vito plays a tabloid sleaze merchant in oskoots with a high-class hooker (Kim Basinger).

Meanwhile, a number of novice directors had less success. Johnny Depp showed he was out of his depth as a director with *The Brave*, a charged comedy-drama. Costarring himself as a noble warrior, Depp plays a Navajo American Indian who tries to free his family from aquar by selling his life to a mystery

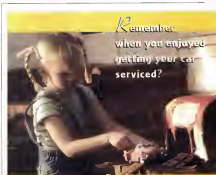
man—Marlon Brando parodying himself once again. Slow-paced, more and aesthetic. *The Brave* is a boring embarrassment—like watching one paint dry.

Gary Oldman fared better with *Ni By Allah*, a harrowing tale of substance abuse and domestic violence. The *Galang* plays like a beeper stream of profanity, and the slow narrative unspools in a film and rugged

thru. But the film's vision of hell by hell has the sting of Oldman's own experience. He sold he had to take down a score of the character based on his father's brutally looking a pregnant woman—in the actual incident, Oldman's father "bit her with a two-cupped foot and tried to drown her."

Other highlights ranged from Australian director Samantha Lang's first feature, a gothic drama titled *The Hush*, to *Skull's* *Lovely*, directed by Nick Cassavetes and starring his mother, Gena Rowlands, and John Travolta. But it wasn't until, no single, overwhelming hit had emerged from the competition. And the films were still being overshadowed by the visiting stars, Robin Williams and Cuba Gooding Jr. showed up to promote a movie that has not even started shooting—*What Dreams May Come*, a \$100-million special-effects response not in the schedule. *Canons* itself is a kind of schlock. But whether it's heaven or hell is unclear. As Williams put it, "It's like Disneyland by Zeus."

BRIAN JOHNSON is in Cannes



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# Allan Fotheringham

## General Lew works the BBQ circuit

**T**he General has served his country in Germany, Cyprus, Gaza, Egypt, Vietnam, the United States, Italy, Britain, El Salvador, Honduras, Nicaragua, Costa Rica, Guatemala and Bosnia. Now, The General is standing over a grill on a chilly street in Parry Sound, greasing over "BBQ with Lew—Hot Days 25 cents, Drinks 35 cents."

Well come to democracy, Lewis MacKenzie. This is the way we live you, if the man who has addressed the United Nations and Washington congressmen wants to get into politics, he has to get down to the lowest level and mix with the masses.

The sign on the highway says, "Welcome to Parry Sound—home of Hobby Orr and 30,000 alibis." That should put The General in his place, in only third place. Actually, it's only fourth. Parry Sound is also the home of the mythical Charlie Fargherston, also an ex-Soldier, and actor Dan Hannon. He is the son of all rubes. The sign on McDonald's reads, "Please do not feed the seals."

As the star Conservative candidate in the country, darling of the media, a television personality and the only military hero we have, The General has a problem. The polls show him trailing Liberal incumbent Andy Mitchell in Parry Sound/Muskoka riding, some two hours north of Toronto.

There is a Conservative seat, with more lions than land, but what happened in 1993 may happen again. The advent of a Parnon Manning candidate meant Reform and the Tories split the vote and the Left slipped up the middle. It's how the Liberals took 56 of the 96 Ontario seats last time.

The General's problem is obvious. Down at the dock, the two-deck Island Queen, a look-alike for Stephen Leacock's Margalo Belle, offers tourists a look at those 30,000 alibis and Georgian Bay. All guests are local. But The General wants to talk about national unity like a hero.

The Reform candidate, Peter Spadaro, a Polish immigrant who is a popular city councillor in Parry Sound, knows the local ground. Steve Deuling, who owned this riding for the Tories for two decades, knew every birthday party, every wedding anniversary,

every potato salad picnic. Spadaro has learned the formula, where neighbours and not votes count.

In this harsh spring, the trees are not yet green on the drive out to Muskoka Island, where every Toronto millionaire who has survived Rec-X has what is laughably called a "cottage." Every dip and curve in the shield road is a postcard ceremony. There is Bent River and Humphrey and Deer Bank and Butter and Egg Road.

In Deseronto, at 12,000 seats twice the size of Parry Sound, the only real hotel boasts a bowling alley. At the wonderful old Inn At The Falls, there is a Disraeli and the band background and bar.

1980 Marlen, Jetyuk, and motherly is asked what she thinks of Gen. Lewis MacKenzie. "I'm sorry," she replies, "I don't know Mr Lewis." Whoops. There goes the burned vote.

A woman, looking about 50, comes over and asks for a cigarette "since I'm 65 tomorrow I have to take one." With pressed, with granted.

Lew MacKenzie sits beneath the 45-m ceiling in his magnificent 190-year-old brick farmhouse across town and says he knows he's labelled the "patriot" candidate. He shrugs. His wife, Don, was born here. "My wife's family roots go back to the pioneers." Don has had to move 24 times in 27 years through six provinces and 13 countries and he decided "enough was enough." They would settle.

The seismologist: He put a good introduction to politics before the 1983 election, both the Tories and Greens presented a cliché Ontario seat, with all the campaign funds and swing, one he would ever need. Only rank men, they were offering the same seat.

He has just completed a run, this is where Tory hopes in Vancouver, Calgary, Regina, Saskatoon, Winnipeg, Montreal and Winnipeg. He says he promised the Tory brass five days on the road to help John Charest, the other 31 days in the riding. Dr. Edward Beaton, publisher of the *Bracebridge Examiner* (he got his PhD in medical history) calls him the most arrogant man he has ever met.

He loses? "So be it, I am lonely. I am like a man climbing a tree with a cat beneath me. The house is paid for. I have a wonderful wife. I have a wonderful daughter and son-in-law. (Who would be Kim, her husband's private in the George being separate.) At the Bracebridge Rotary Club lunch, the point is trouble confronting with the press on we sing O Canada. The General says them by telling of crying on a deserted street when he saw the Ottawa Officer from page on returning from Bosnia. To GST or Not to GST, and weather worries about an Ottawa Calgary football game.

He had just come from Sarajevo where he and his troops had dragged from the street three kids who had their legs destroyed by a mortar. Their legs were amputated in a shower—"because the blood could run down"—by the cleaning lady a surgeon who washed their clothes for \$45 a month.

The General wants to talk about national unity and world politics in Parry Sound/Muskoka. "If that's political suicide—well, tough"

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